

# Advertiser rates & mechanical details:



## Double Page Spread

x1	£6,050/€7,260/\$9,680
x3	£5,750/€6,900/\$9,200
x7	£5,350/€6,420/\$8,560

## Size in mm

Text area	256	x	370
Trim size	276	x	390
Bleed size	282	x	396



## Full Page

x1	£3,150/€3,780/\$5,040
x3	£3,000/€3,600/\$4,800
x7	£2,700/€3,240/\$4,320

## Size in mm

Text area	256	x	175
Trim size	276	x	195
Bleed size	282	x	201



## Half Page

x1	£2,025/€2,430/\$3,240
x3	£1,900/€2,280/\$3,040
x7	£1,680/€2,016/\$2,688

## Size in mm

Advert size	125	x	175
(no bleed)			



## Special positions

<b>Outside back</b>	plus 20%
<b>Inside front</b>	plus 15%
<b>Inside back</b>	plus 10%
<b>Guaranteed page</b>	plus 5%

<b>Right hand page</b>	plus 2.5%
<b>Agency Commission</b>	All rates quoted are net
<b>Payment</b>	On publication
<b>Cancellation</b>	On publication

## Material requirements

<b>Software</b>	Adobe InDesign, Adobe Illustrator, Adobe Photoshop (CS5), Adobe PDF (v9 print resolution), QuarkXpress (v8)
<b>File formats</b>	EPS, Tiff, JPG or high res PDFs

<b>Resolution</b>	300dpi minimum
<b>FTP</b>	All adverts should be sent with bleed & crops Visit <a href="http://www.routes-news.com">www.routes-news.com</a> . Along the top navigation bar click on the Insight Media tab and scroll to 'Client Upload' option.

## Advertising contacts

**Rebecca Randall**  
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# Advertiser rates & mechanical details:

## Website:

### Animated banner

**Price:** 1 Month: €1,200  
6 Months: €6,500  
12 Months: €11,000



**Size:** 468pixels wide x 60pixels high  
The banners for the website can be in jpg or gif format – animated gifs should last no longer than 10 seconds.  
Max size 100kb.

Please provide a link (web address) for the banner.

### Box advert

**Price:** 1 Month: €1,000  
6 Months: €5,500  
12 Months: €10,000



**Size:** 300pixels wide x 100pixels high

Max size 100kb.

Please provide a link (web address) for the banner.

## Section sponsor

Your advert solely on every page within the section

Specifications as animated banner

**Price:** 1 Month: €3000  
6 Months: €15000  
12 Months: €25000



## E-magazine

### Video

**Price:** €1000



Your video can appear anywhere within the advert space you have purchased in Routes News. We can link direct from Youtube or embed video straight on to your advert.

### Animation

**Price:** Supplied by you: €1000  
We create for you: quotation on request

Animate your magazine advert using flash (AS3)  
The animation can appear anywhere within the advert space you purchase in Routes News.

### Sponsor an issue

**Price:** 1 Month: €3000  
6 Months: €15000  
12 Months: €29000

If you sponsor an issue your advert will appear on the front page opposite the digital magazine cover.

### Sound only

**Price:** Supplied by you: €500  
We create for you: quotation on request

Adding sound to your advert, will make your advert stand out from the rest.

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