



Rate card

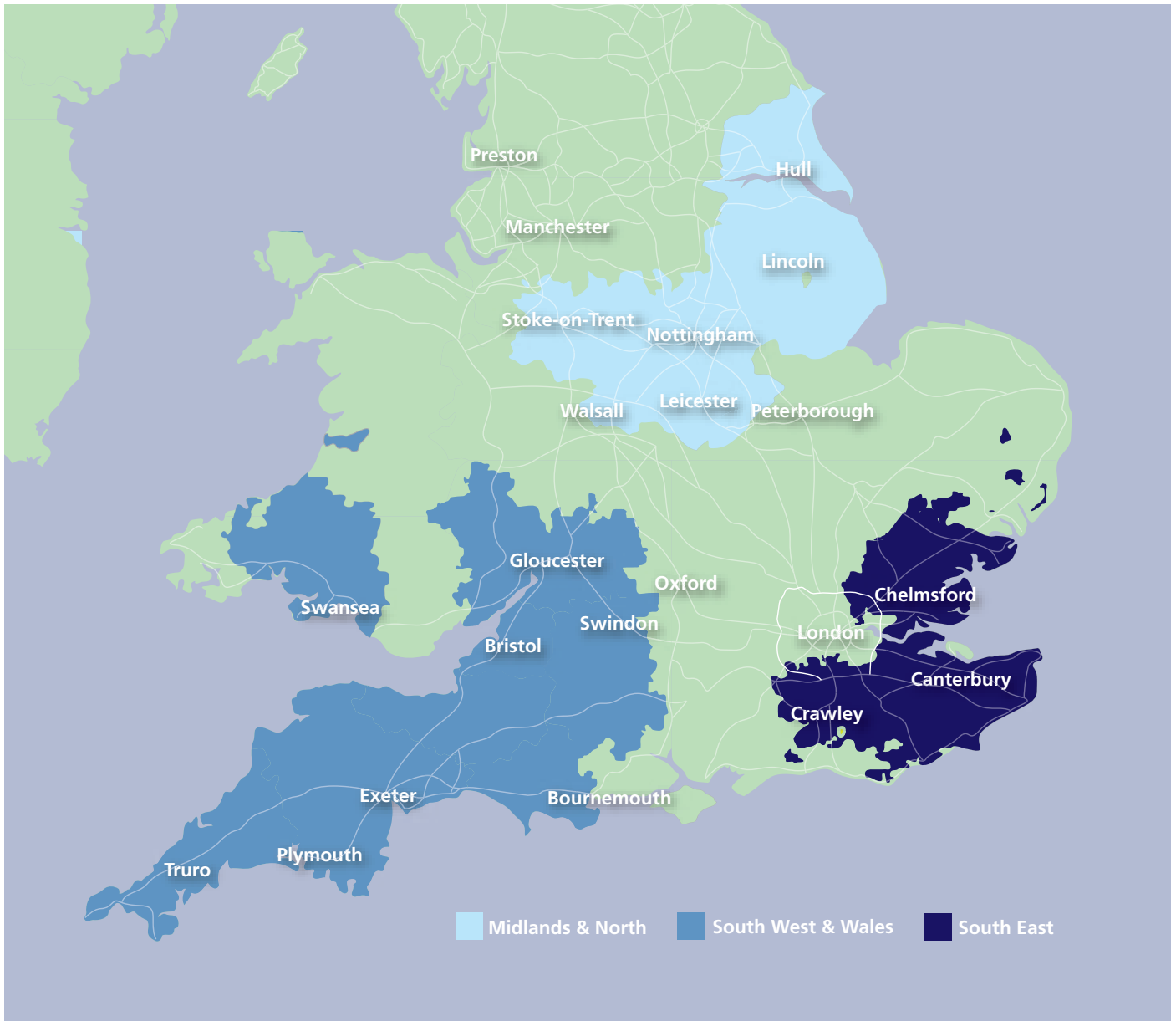
Jan 2012

northcliffe**media**

Northcliffe titles provide access to 5.8 million adults via our portfolio of over 100 daily, weekly and free newspapers. Our online platforms allow you to reach over 6 million adults through a mix of local and hyper-local websites.

This ratecard allows you to plan region specific recruitment advertising campaigns across our print and online properties. There are two advertising rate structures from which to choose - non-modular and modular.

Both of these options are explained fully within the ratecard for each of the three regions below.



Non modular advertising rates

The non - modular advertising ratecard allow advertisers to buy only the print title(s) and website(s) that you require, there are no compulsory packages. However, if you wish to buy additional titles or additional web inventory (from within the same Northcliffe region) then you are free to do so at discounted add-on rates. The minimum you can buy is one print title with 1 vacancy online.

Every print title has two rates allocated to it, a primary rate and an add-on rate. The primary rate will always be the higher rate if you are choosing more than one title (regardless of the title you choose first), below are some examples which demonstrate how the pricing mechanic works. There is also a two week online add-on that is bought with the print title and cost depends on the number of vacancies listed.

Title	Day Ad Appears	Booking deadline	Copy Deadline	Primary rate	Add on rate
Bristol Evening Post	Wednesday	Monday 3.30 pm	Tuesday 10am	£30.00 psc	£10.00 psc
Bristol Observer Full Series	Thursday	Thursday prior 4pm	Thursday prior 5pm	£30.00 psc	£10.00 psc
Plymouth Herald	Wednesday	Monday 4pm	Tuesday 10am	£30.00 psc	£10.00 psc
Plymouth Extra	Thursday	Friday prior 5pm	Friday prior 5pm	£30.00 psc	£10.00 psc
Swansea Evening Post	Wednesday	Monday 5pm	Tuesday 10am	£30.00 psc	£10.00 psc
Cheltenham Echo/Citizen	Wednesday	Tuesday 2pm	Tuesday 2pm	£25.00 psc	£10.00 psc
West Briton	Thursday	Tuesday 2.30pm	Tuesday 2.30pm	£25.00 psc	£10.00 psc
Cornish Guardian	Wednesday	Monday 5pm	Monday 5pm	£25.00 psc	£10.00 psc
Bath Chronicle	Thursday	Tuesday 12pm	Tuesday 12pm	£20.00 psc	£5.00 psc
Western Daily Press	Thursday	Tuesday 3pm	Tuesday 3pm	£20.00 psc	£5.00 psc
Metro	Any Day	3pm 2 days prior	3pm 2 days prior	£20.00 psc	£5.00 psc
Cornishman	Thursday	Tuesday 2.30pm	Tuesday 2.30pm	£20.00 psc	£10.00 psc
North Devon Journal	Thursday	Tuesday 9.30am	Tuesday 9.30 am	£20.00 psc	£10.00 psc
W Morning News	Thursday	Tuesday 4pm	Tuesday 4pm	£20.00 psc	£10.00 psc
Herald Express	Thursday	Tuesday 2pm	Tuesday 4pm	£20.00 psc	£10.00 psc
Express and Echo	Thursday	Tuesday 2pm	Tuesday 2pm	£20.00 psc	£10.00 psc
Mid Somerset Series	Thursday	Tuesday 11am	Tuesday 11am	£15.00 psc	£5.00 psc
Mid Devon Gazette	Tuesday	Friday prior 3pm	Friday prior 3pm	£15.00 psc	£5.00 psc
Llanelli Star	Wednesday	Monday 3pm	Monday 3pm	£15.00 psc	£5.00 psc
Camarthen Journal	Wednesday	Monday 12pm	Monday 3pm	£15.00 psc	£5.00 psc
Somerset Standard and Guardian	Thursday	Tuesday 12pm	Tuesday 12pm	£7.50 psc	£5.00 psc
Clevedon Local People	Tuesday	Friday prior 12pm	Friday prior 12pm	£7.50 psc	£5.00 psc
Stroud Life	Wednesday	Monday 5pm	Monday 5pm	£7.50 psc	£5.00 psc
Western Gazette	Thursday	Tuesday 12pm	Tuesday 12pm	£7.50 psc	£5.00 psc

PTO For online add-on rates

For more information call: 020 7400 1425

ONLINE ADVERTISING RATES – CAN ONLY BE BOUGHT WITH PRINT TITLE

Number of vacancies	Local thisis cost	Total Jobsite network cost	Number of vacancies	Local thisis cost	Total Jobsite network cost
1	£99	£199	6	£422	£812
2	£198	£398	7	£447	£867
3	£297	£597	8	£472	£912
4	£347	£647	9	£497	£947
5	£397	£747	10	£522	£972

Example 1

Swansea Evening Post + Llanelli Star + 1 vacancy on local thisis = £30 (Swansea Evening Post – primary) + £5 (Llanelli Star – Add on) + £99 online

Total cost = £35 psc – An ad in both titles 5cms x 2 columns would cost £350 + £99 (online) = £449+VAT

Example 2

Bath Chronicle + Western Daily Press + 2 vacancies on local thisis = £20 (Bath Chronicle – primary) + £5 (Western Daily Press – Add on) + £198 online

Total cost = £25 psc – An ad 10cms x 2 columns would cost £500 + £198 (online) = £698+VAT

Modular advertising rates

Modular advertising packages consist of a set size advertisement, a semi-display ad on your local thisis site (eg thisisbristol.co.uk) and access to our Jobs by Email database.

There are three modular packages from which to choose with each offering advertisers the opportunity to take one of three set sizes of print advertisements as well as the option to utilise our 'Recruitment Promise' feature, which means that we will re-run the advert if the vacancy has not been filled (offer valid for four weeks after initial contact).

Module 1 – Option 1

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
5x2 1 insert	Semi-display for 2 weeks	Yes	mono	1 vacancy £299

Module 1 – Option 2 (Includes recruitment promise feature)

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
5x2 2 inserts	Semi-display for 2 weeks	Yes	colour	1 vacancy £399

- Additional print title (1 insert) or upload onto national Jobsite Network
- Recruitment Promise – Free re-run if the vacancy has not been filled

ADDITIONAL INVENTORY CAN BE BOUGHT AT THE PRICES BELOW

Additional titles	Jobsite Network	Job of the week
£50 per insert	£50 per vacancy (on for 2 weeks)	£100 Per vacancy per week

Module 2 – Option 1

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
10x2 1 insert	Semi-display for 2 weeks	Yes	colour	1 vacancy £499 2 vacancies £598

Module 2 – Option 2 (Includes recruitment promise feature)

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
10x2 2 inserts	Semi-display for 2 weeks	Yes	colour	1 vacancy £699 2 vacancies £798

- Additional print title (1 insert) or upload onto national Jobsite Network
- Recruitment Promise – Free re-run if the vacancy has not been filled

ADDITIONAL INVENTORY CAN BE BOUGHT AT THE PRICES BELOW

Additional titles	Jobsite Network	Job of the week	Hot Job
£100 per insert	£50 per vacancy (on for 2 weeks)	£100 Per vacancy per week	£50 Per vacancy per week

For more information call: 020 7400 1425

Module 3 – Option 1

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
10x3 1 insert	Semi-display for 2 weeks	Yes	colour	1 vacancy £699 2 vacancies £798 3 vacancies £897

Module 3 – Option 2 (Includes recruitment promise feature)

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
10x3 2 inserts	Semi-display for 2 weeks	Yes	colour	1 vacancy £999 2 vacancies £1,098 3 vacancies £1,197

- Additional print title (1 insert) or upload onto national Jobsite Network
- Recruitment Promise – Free re-run if the vacancy has not been filled

ADDITIONAL INVENTORY CAN BE BOUGHT AT THE PRICES BELOW

Additional titles	Jobsite Network	Job of the week
£150 per insert	£50 per vacancy (on for 2 weeks)	£100 Per vacancy per week

Non modular advertising rates

The non - modular advertising ratecard allow advertisers to buy only the print title(s) and website(s) that you require, there are no compulsory packages. However, if you wish to buy additional titles or additional web inventory (from within the same Northcliffe region) then you are free to do so at discounted add-on rates. The minimum you can buy is one print title with 1 vacancy online.

Every print title has two rates allocated to it, a primary rate and an add-on rate. The primary rate will always be the higher rate if you are choosing more than one title (regardless of the title you choose first), below are some examples which demonstrate how the pricing mechanic works. There is also a two week online add-on that is bought with the print title and cost depends on the number of vacancies listed.

Title	Day Ad Appears	Booking deadline	Copy Deadline	Primary rate	Add on rate
Stoke Sentinel	Wednesday	Monday 3pm	Tuesday 10am	£30.00 psc	£10.00 psc
Hull Daily Mail	Wednesday	Monday 5pm	Tuesday 9am	£30.00 psc	£10.00 psc
Leicester Mercury	Wednesday	Monday 4pm	Tuesday 10am	£30.00 psc	£10.00 psc
Leicester Mail Series	Wednesday	Monday 4pm	Tuesday 10am	£30.00 psc	£10.00 psc
Derby Telegraph	Wednesday	Monday 4pm	Tuesday 10am	£25.00 psc	£5.00 psc
Nottingham Post	Wednesday	Monday 4pm	Tuesday 10am	£25.00 psc	£5.00 psc
East Midlands Metro	Any Day	3pm 2 days prior	3pm 2 days prior	£20.00 psc	£5.00 psc
Grimsby & Scunthorpe Telegraph	Thursday	Monday 4pm	Monday 5pm	£25.00 psc	£5.00 psc
Lincolnshire Echo	Thursday	Tuesday 11am	Tuesday 1pm	£25.00 psc	£10.00 psc
Tamworth Herald	Thursday	Tuesday 5pm	Tuesday 5.30pm	£20.00 psc	£5.00 psc
Great Barr Observer	Friday	Wednesday 5pm	Wednesday 5.30pm	£15.00 psc	£5.00 psc
Sutton Coldfield Observer	Friday	Wednesday 5pm	Wednesday 5.30pm	£15.00 psc	£5.00 psc
Lichfield Mercury	Thursday	Tuesday 5pm	Tuesday 5.30pm	£15.00 psc	£5.00 psc
Walsall Advertiser	Thursday	Tuesday 5pm	Tuesday 5.30pm	£15.00 psc	£5.00 psc
Retford Times	Thursday	Tuesday 1pm	Tuesday 1pm	£7.50 psc	£5.00 psc
South East Target Series & Retford Times	Wednesday	Monday 5pm	Monday 5pm	£12.50 psc	£7.50 psc

ONLINE ADVERTISING RATES – CAN ONLY BE BOUGHT WITH PRINT TITLE

Number of vacancies	Local thisis cost	Total Jobsite network cost	Number of vacancies	Local thisis cost	Total Jobsite network cost
1	£99	£199	6	£422	£812
2	£198	£398	7	£447	£867
3	£297	£597	8	£472	£912
4	£347	£647	9	£497	£947
5	£397	£747	10	£522	£972

PTO For examples

For more information call: 020 7400 1425

Example 1

Stoke Sentinel + East Midlands Metro + 1 vacancy on local thisis = £30 (Stoke Sentinel – primary) + £5 (East Midlands Metro – Add on)
+ £99 online

Total cost = £35 psc – An ad in both titles 5cms x 2 columns would cost £350.00 + £99 (online) = £449+VAT

Example 2

Leicester Mercury + Derby Telegraph + 2 vacancies on local thisis = £30 (Leicester Mercury – Primary) + £5 (Derby Telegraph – Add on)
+ £198 online for 2 vacancies

Total cost = £35 psc – An ad 10cms x 2 columns would cost £700 + £198 (online) = £898+VAT

Modular advertising rates

Modular advertising packages consist of a set size advertisement, a semi-display ad on your local thisis site (eg thisisnottingham.co.uk) and access to our Jobs by Email database.

There are three modular packages from which to choose with each offering advertisers the opportunity to take one of three set sizes of print advertisements as well as the option to utilise our 'Recruitment Promise' feature, which means that we will re-run the advert if the vacancy has not been filled (offer valid for four weeks after initial contact).

Module 1 – Option 1

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
5x2 1 insert	Semi-display for 2 weeks	Yes	mono	1 vacancy £299

Module 1 – Option 2 (Includes recruitment promise feature)

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
5x2 2 inserts	Semi-display for 2 weeks	Yes	colour	1 vacancy £399

- Additional print title (1 insert) or upload onto national Jobsite Network
- Recruitment Promise – Free re-run if the vacancy has not been filled

ADDITIONAL INVENTORY CAN BE BOUGHT AT THE PRICES BELOW

Additional titles	Jobsite Network	Job of the week
£50 per insert	£50 per vacancy (on for 2 weeks)	£100 Per vacancy per week

Module 2 – Option 1

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
10x2 1 insert	Semi-display for 2 weeks	Yes	colour	1 vacancy £499 2 vacancies £598

Module 2 – Option 2 (Includes recruitment promise feature)

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
10x2 2 inserts	Semi-display for 2 weeks	Yes	colour	1 vacancy £699 2 vacancies £798

- Additional print title (1 insert) or upload onto national Jobsite Network
- Recruitment Promise – Free re-run if the vacancy has not been filled

ADDITIONAL INVENTORY CAN BE BOUGHT AT THE PRICES BELOW

Additional titles	Jobsite Network	Job of the week	Hot Job
£100 per insert	£50 per vacancy (on for 2 weeks)	£100 Per vacancy per week	£50 Per vacancy per week

For more information call: 020 7400 1425

Module 3 – Option 1

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
10x3 1 insert	Semi-display for 2 weeks	Yes	colour	1 vacancy £699 2 vacancies £798 3 vacancies £897

Module 3 – Option 2 (Includes recruitment promise feature)

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
10x3 2 inserts	Semi-display for 2 weeks	Yes	colour	1 vacancy £999 2 vacancies £1,098 3 vacancies £1,197

- Additional print title (1 insert) or upload onto national Jobsite Network
- Recruitment Promise – Free re-run if the vacancy has not been filled

ADDITIONAL INVENTORY CAN BE BOUGHT AT THE PRICES BELOW

Additional titles	Jobsite Network	Job of the week
£150 per insert	£50 per vacancy (on for 2 weeks)	£100 Per vacancy per week

Non modular advertising rates

The non - modular advertising ratecard allow advertisers to buy only the print title(s) and website(s) that you require, there are no compulsory packages. However, if you wish to buy additional titles or additional web inventory (from within the same Northcliffe region) then you are free to do so at discounted add-on rates. The minimum you can buy is one print title with 1 vacancy online.

Every print title has two rates allocated to it, a primary rate and an add-on rate. The primary rate will always be the higher rate if you are choosing more than one title (regardless of the title you choose first), below are some examples which demonstrate how the pricing mechanic works. There is also a two week online add-on that is bought with the print title and cost depends on the number of vacancies listed.

Title	Day Ad Appears	Booking deadline	Copy Deadline	Primary rate	Add on rate
Kent & Sussex Courier	Friday	Tuesday 5pm	Tuesday 5pm	£20 psc	£5.00 psc
Croydon Advertiser	Friday	Wednesday 4pm	Wednesday 5pm	£15 psc	£5.00 psc
Essex Chronicle & Brentwood Gazette	Thursday	Tuesday 2pm	Tuesday 2pm	£20 psc	£5.00 psc
Surrey Mirror Series	Thursday	Tuesday 3pm	Tuesday 3pm	£15 psc	£5.00 psc
East Grinstead Courier	Thursday	Tuesday 4pm	Tuesday 5pm	£7.50 psc	£2.50 psc
Sevenoaks Chronicle	Thursday	Monday 5pm	Monday 5pm	£7.50 psc	£2.50 psc
Canterbury Times	Thursday	Tuesday 11am	Tuesday 12pm	£7.50 psc	£2.50 psc
Dover Express	Thursday	Tuesday 12pm	Tuesday 1pm	£7.50 psc	£2.50 psc
Isle of Thanet Gazette	Friday	Wednesday 2pm	Wednesday 3pm	£7.50 psc	£2.50 psc
Thanet Times & Adscene	Tuesday	Friday prior 2pm	Friday prior 3pm	£7.50 psc	£2.50 psc
Crawley News	Wednesday	Tuesday 11am	Tuesday 12pm	£7.50 psc	£2.50 psc
Mirror Midweek	Tuesday	Friday 3pm	Friday 3pm	£7.50 psc	£2.50 psc

ONLINE ADVERTISING RATES – CAN ONLY BE BOUGHT WITH PRINT TITLE

Number of vacancies	Local thisis cost	Total Jobsite network cost	Number of vacancies	Local thisis cost	Total Jobsite network cost
1	£99	£199	6	£422	£812
2	£198	£398	7	£447	£867
3	£297	£597	8	£472	£912
4	£347	£647	9	£497	£947
5	£397	£747	10	£522	£972

Example 1

Kent & Sussex Courier + Sevenoaks Chronicle + 1 vacancy on local thisis = £20 (Kent & Sussex Courier – primary) + £2.50 (Sevenoaks Chronicle – Add on) + £99 online

Total cost = £22.50 psc – An ad in both titles 5cms x 2 columns would cost £225.00 + £99 (online) = £324 + VAT

Example 2

Crawley News (CN) + Croydon Advertiser (CA) + 2 vacancies on local thisis = £20.00 (CA) Primary + £2.50 (CN) Secondary + £198 online

Total cost = £22.50 psc – An ad 10cms x 2 columns would cost £450 + £198 (online) = £648+VAT

Modular advertising rates

Modular advertising packages consist of a set size advertisement, a semi-display ad on your local thisis site (eg thisiskent.co.uk) and access to our Jobs by Email database.

There are three modular packages from which to choose with each offering advertisers the opportunity to take one of three set sizes of print advertisements as well as the option to utilise our 'Recruitment Promise' feature, which means that we will re-run the advert if the vacancy has not been filled (offer valid for four weeks after initial contact).

Module 1 – Option 1

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
5x2 1 insert	Semi-display for 2 weeks	Yes	mono	1 vacancy £299

Module 1 – Option 2 (Includes recruitment promise feature)

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
5x2 2 inserts	Semi-display for 2 weeks	Yes	colour	1 vacancy £399

- Additional print title (1 insert) or upload onto national Jobsite Network
- Recruitment Promise – Free re-run if the vacancy has not been filled

ADDITIONAL INVENTORY CAN BE BOUGHT AT THE PRICES BELOW

Additional titles	Jobsite Network	Job of the week
£50 per insert	£50 per vacancy (on for 2 weeks)	£100 Per vacancy per week

Module 2 – Option 1

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
10x2 1 insert	Semi-display for 2 weeks	Yes	colour	1 vacancy £499 2 vacancies £598

Module 2 – Option 2 (Includes recruitment promise feature)

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
10x2 2 inserts	Semi-display for 2 weeks	Yes	colour	1 vacancy £699 2 vacancies £798

- Additional print title (1 insert) or upload onto national Jobsite Network
- Recruitment Promise – Free re-run if the vacancy has not been filled

ADDITIONAL INVENTORY CAN BE BOUGHT AT THE PRICES BELOW

Additional titles	Jobsite Network	Job of the week	Hot Job
£100 per insert	£50 per vacancy (on for 2 weeks)	£100 Per vacancy per week	£50 Per vacancy per week

For more information call: 020 7400 1425

Module 3 – Option 1

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
10x3 1 insert	Semi-display for 2 weeks	Yes	colour	1 vacancy £699 2 vacancies £798 3 vacancies £897

Module 3 – Option 2 (Includes recruitment promise feature)

1 Print title	Local thisis	Jobs by email	colour/mono	Cost
10x3 2 inserts	Semi-display for 2 weeks	Yes	colour	1 vacancy £999 2 vacancies £1,098 3 vacancies £1,197
<ul style="list-style-type: none"> • Additional print title (1 insert) or upload onto national Jobsite Network • Recruitment Promise – Free re-run if the vacancy has not been filled 				

ADDITIONAL INVENTORY CAN BE BOUGHT AT THE PRICES BELOW

Additional titles	Jobsite Network	Job of the week
£150 per insert	£50 per vacancy (on for 2 weeks)	£100 Per vacancy per week