



ISN'T IT TIME YOU EXAMINED THE *FINE* PRINT

There's nothing finer in print than our current rate card. Exceptional value when you consider all that Ireland's most dynamic National broadsheet has to offer.

- The **Irish Examiner** has **210,000** daily adult readers delivering key audiences across a broad range of both age and social class.
- The **Irish Examiner** has **168,000** readers that do not read any other daily newspaper.
- The **Irish Examiner** has **157,000** more readers in Munster than the Irish Times.
- The **Irish Examiner** has **88,000** more readers in Munster than the Irish Independent.

80% of **Irish Examiner** readers do not read any other newspaper

JNRS 2008/09

For a different view

Irish Examiner

RATE CARD

Advertising rate card effective from December 29, 2008

MORNING PAPER MONDAY - SATURDAY

Format	Broadsheet – 8 columns	
Adult readership	210,000	
Supplements	Monday	Champions, Championship
	Tuesday	County
	Thursday	Farming
	Friday	Money&Jobs
		Feelgood
	Saturday	Weekend
		Property

ROP DISPLAY & FINANCIAL (5cm min. size)

ROP (8 cols.)	€43.50 per column cm
Financial (8 cols.)	€43.50 per column cm
Recruitment (8 cols.)	€47.50 per column cm
Full Page (Broadsheet)	€17,400
Half Page (Broadsheet)	€8,840

PREMIUM POSITIONS

Page 1 (20 cms x 3 cols or 8 cms x 8 cols.)	€4,250 inc. colour
Back Page - 20cms x 2 cols	€2,130 inc. colour
- 20cms x 3 cols	€3,150 inc. colour

SUPPLEMENTS

Weekend, Property, Farming, Feelgood, Champions, Championship

Full Page	€7,160
Half Page	€3,900
County	
Full Page	€5,150
Half Page	€2,630
ROP	€32.00 per column cm

Money&Jobs

Full Page	€17,400
Half Page	€8,840
Inserts	RATES AVAILABLE ON REQUEST

COLOUR ON ALL BOOKINGS (15cm x 2col min. size) + 20%

CLASSIFIED DISPLAY (3cm min. size) & LINEAGE

Legal Notices	€47.50 per column cm
Public Notices	€47.50 per column cm
Tender Notices	€47.50 per column cm
Classified Display (10 cols.)	€43.50 per column cm
Acknowledgements Display	€39.50 per column cm

Births, Deaths, Marriages, Acknowledgements

Votes of Condolence	€5.60 per line
In Memoriam - Lineage	€3.00 per line
- Display	€20.50 column cm
Planning Applications	€9.30 per line
Classified Lineage	€5.60 per line
Money & Jobs Lineage	€8.00 per line
Super-semi Lineage	€7.00 per line
Box Numbers	€11.00 Posted
	€6.20 Collected

(N.B. All figures are exclusive of VAT @ 21%)

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Irish Examiner

TECHNICAL DATA

Page Area

Broadsheet 8 cols (ROP) 340mm x 520mm (No bleed)
Broadsheet 10 cols (classified) .. 340mm x 520mm (No bleed)
Tabloid 6 cols 265mm x 320mm (No bleed)

ROP Columns

1 column 39mm 5 column 211mm
2 column 82mm 6 column 254mm
3 column 125mm 7 column 297mm
4 column 168mm 8 column 340mm

Classified Columns

1 column 30.5mm 6 column 198mm
2 column 64mm 7 column 232mm
3 column 98mm 8 column 265mm
4 column 131mm 9 column 299mm
5 column 165mm 10 column 332mm

Tabloid ROP

1 column 41mm 4 column 175mm
2 column 86mm 5 column 221mm
3 column 130mm 6 column 265mm

Tabloid Classified (*Farming*)

1 column 30.5mm 5 column 165mm
2 column 64mm 6 column 198mm
3 column 98mm 7 column 232mm
4 column 131mm 8 column 265mm

FTP Server available

Formats accepted:

Quickcut, eps (with fonts included)

A.D.S. 00353 21 4851900

Colour space CMYK | Resolution 150dpi (Colour & Greyscale)

Contact Number: +353 21 4802121

KEY ADVERTISING CONTACTS

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For a different view

Irish Examiner



The Irish Examiner is a significant national broadsheet newspaper challenging conventional choices.

It offers a vital, refreshingly objective approach to national and international news and current affairs with journalists who are recognized experts in business, finance, politics, law, farming, technology, property, sport, culture, health and topics of general interest.

Our strength in sports, our five-day range of supplements and the added extra of our Munster coverage, all contribute to the Irish Examiner's unique profile.

According to the latest JNRS survey, every day the Irish Examiner is read by **210,000** highly loyal readers everyday. The Irish Examiner also has **168,000** solus readers - affording any advertiser a unique opportunity of reaching readers who read no other paper.

Source: JNRS 2008/09

For a different view

Irish Examiner

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London Representative:

Trevor Pryer

Publicom Media Ltd.

Waterloo Business Centre,

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Conditions of Acceptance

Examiner Publications (Cork) Ltd. reserves the right to decline, omit, suspend or alter any advertisement in any of its publications or to terminate any contract and will not be held responsible for any loss caused thereby. No liability is accepted for any loss caused thereby.

No liability is accepted for any loss or damage caused by the error in the printing of any advertisement. No liability is accepted for any loss or damage alleged to arise through delay in forwarding replies to Box Numbers, however caused.

Code of Advertising Standards

Examiner Publications (Cork) Ltd. is a member of the Advertising Standards Authority for Ireland and all advertising placed with it is subject to the Authority's code of Advertising Standards.

Irish Examiner

