



# 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 **169,000** daily adult readers delivering key audiences across a broad range of both age and social class.
- The **Irish Examiner** has **122,000** readers that do not read any other daily newspaper.
- The **Irish Examiner** has **104,000** more readers in Munster than the Irish Times.
- The **Irish Examiner** has **42,000** more readers in Munster than the Irish Independent.

Source: JNRS 2010/2011

## Irish Examiner

# RATE CARD

Advertising rate card effective from January 1, 2012

## MORNING PAPER MONDAY - SATURDAY

<b>Format</b>	Broadsheet – 8 columns	
<b>Adult readership</b>	169,000	
<b>Supplements</b>	Monday	<b>Champions, Championship</b>
	Tuesday	<b>County</b>
	Thursday	<b>Farming</b>
	Friday	<b>Money&amp;Jobs</b>
		<b>Feelgood</b>
	Saturday	<b>Weekend</b> <b>Property</b> <small>&amp; Interiors</small>

## 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
<b>County</b>	
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	€3.10 per line
- Display	€21.30 column cm
Planning Applications	€9.30 per line
Classified Lineage	€5.60 per line
Money & Jobs Lineage	€8.00 per line
Box Numbers	€11.00 Posted
	€6.20 Collected

# 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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## 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 **169,000** highly loyal readers everyday. The Irish Examiner also has **122,000** solus readers - affording any advertiser a unique opportunity of reaching readers who read no other paper.

Source: JNRS 2010/2011

# Irish Examiner

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