

FREE

Advertiser

NEWSPAPER GROUP

IRELAND'S LEADING NEWSPAPER GROUP

48,500

PAPERS WEEKLY PROVIDING FULL COVERAGE IN THE WEST AND MIDLANDS

WE GUARANTEE

- The highest circulation in your area
- The best value for every euro you spend on advertising
- Direct to your customers' door
- Free design service
- Additional digital exposure on www.advertiser.ie

CALL US NOW

Group Sales Manager

MÁIRE MCCARTHY 091 530951

Email: sales@galwayadvertiser.ie

www.advertiser.ie



Galway Advertiser

Athlone Advertiser

AdvertiserBusiness

**Galway
Advertiser**

www.advertiser.ie

**Athlone
Advertiser**

AdvertiserBusiness

CIRCULATION: 48,500 COPIES PER WEEK*

| | |
|---------------------|---|
| Galway Advertiser | Thursday 40,500 copies (24,500 Door To Door Galway City) |
| Athlone Advertiser | Thursday 8,000 copies (6,000 Door To Door Athlone Town) |
| Advertiser Business | 48,500 copies |

ADVERTISER GROUP RATE & RECRUITMENT SUPPLEMENT

| | Galway Advertiser | Athlone Advertiser | Advertiser Group Rate | Advertiser Business |
|---------------------------------------|---|-------------------------------|----------------------------------|--------------------------------|
| Full page colour | €4,000 | €1,500 | €5,500 | €5,500 |
| Half page colour | €2,050 | €900 | €3,500 | €3,500 |
| Quarter page colour | €1,100 | €600 | €1,800 | €1,800 |
| Column CM colour | €23 | €14 | €35 | €35 |
| Front page 12cm x 2 column | €675 | €395 | n/a | n/a |
| Front 6cm x 3 column | €585 | €319 | n/a | n/a |
| Back Page | €3,700 | €1,700 | n/a | n/a |
| Wrap Advertising | €11,000 | €5,000 | | |
| Leaflet Distribution | €240 plus VAT per 1,000 leaflets distributed | | | |

Discounts available on Volume Bookings. Please ask your account executive for more details.

PLEASE NOTE: Solus Positions are available in each newspaper - front and back.
Circulation figures may be subject to slight variance.
Advertiser Business appears in each publication of the Advertiser Newspaper Group.

MÁIRE MCCARTHY 091 530951

Email: sales@galwayadvertiser.ie

Advertiser.ie Digital Rate Packages & Pricing



Over 97,658
Users online **EVERY** month



28,000
combined weekly
newspaper subscribers



20,000
Advertiser Instant Updates &
competitions subscribers

BANNER ADVERTISING

50,000 page impressions (2 weeks) - €400 + VAT OR 100,000 impressions (1 month) - €600 + VAT

Online Banner Sizes:

Top of Page Leader board Sizes for different devices

970x250 Billboard

728x90 Standard Leader board

300x50 Mobile Banner

300x250 MPU Banner

FACEBOOK TAKEOVER

Galway Advertiser Facebook Takeover (116,000 Followers) - €700 + VAT

For this you receive the following for 5 days (Monday – Friday):

- Your business logo as the image which appears beside all posts
- You get to set the main image on the Facebook page
- 2 posts per day (one in the morning and one in the evening). Can include video as well as static posts.

EMAIL MARKETING

Ezine - €400 + VAT

We will create an ezine for you and send it to our 20,000 subscribers

To create an ezine we will require:

Content for the Ezine, and image 600 x 360 pixels

DIGITAL COMPETITION PROMOTIONS

Advertiser.ie Social Media & Online Competition: Ezine, Opt-ins, & Report - €650 + VAT

We promote your competition to our 20,000 ezine subscribers, 97,000 website visitors, & 116,000 Facebook followers.

Entrants tick a box indicating if they wish to know more about your company

We pass on the contact email address of those who opt-in to you

E-PAPER ADVERTS

Promote your business to your online audience via our digital newspaper - €195 + VAT

Left hand full page ad: 480(w) x 570(h) pixels

Strip adverts: 120(w) x 600(h)

SOCIAL MEDIA MARKETING

Packages start from €300 plus VAT for 3 Social Media Posts

Market your business to our 116,000 Facebook Followers, 26,000 Twitter Followers, and 19,800 Instagram Followers.

We can customise a package for your business, to enable you get the best results from your digital campaign.

For more details contact sales on 091 530951 or email sales@galwayadvertiser.ie

Why the Galway Advertiser will work for your business

The results of the Behaviour & Attitude survey of media consumption in Galway City and County (conducted January 2020) revealed that 74% of people in Galway City, and 51% in the City and County have read The Galway Advertiser in the past week. The full survey results can be viewed at: https://www.advertiser.ie/2020_Survey/

Galway City Readership:

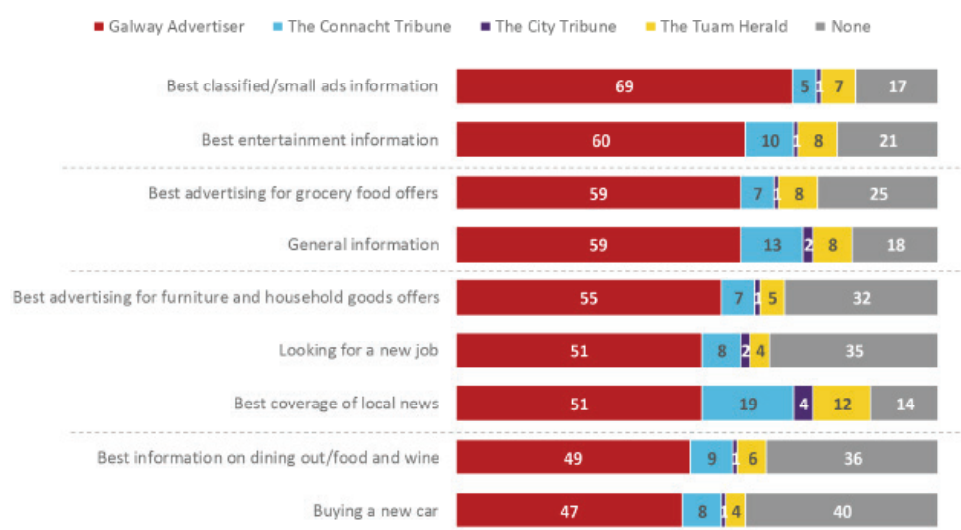
Total Population Census 2016 - 79,934
 Total Weekly Readership of Galway Advertiser (Jan 2020) - 59,151 people (74% of adults over 18 years)

Galway City & County Readership:

Total Population Census 2016 - 258,058
 Total Weekly Readership of Galway Advertiser (Jan 2020) - 131,610 people (51% of adults over 18 years)

Papers considered for each purpose (1 of 2)

Base: All adults aged 18+ - 300/194,451



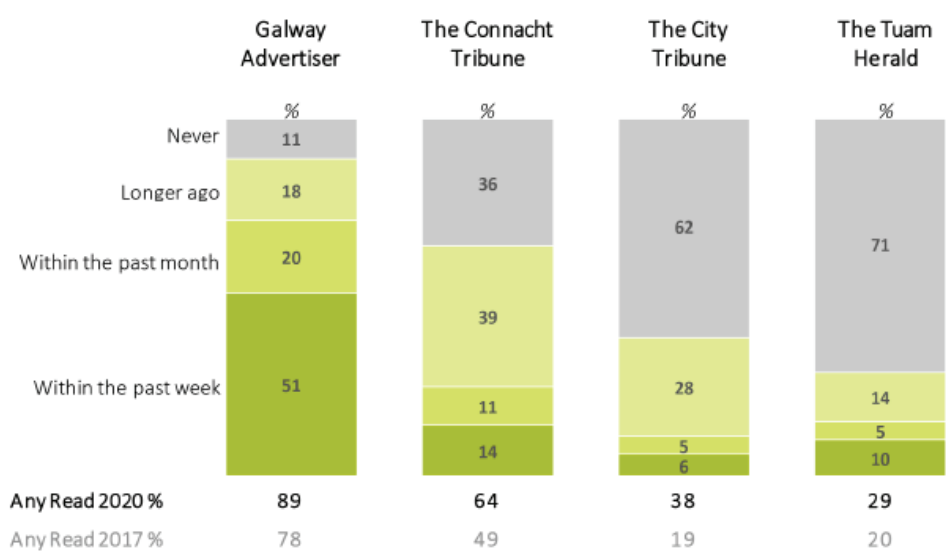
Galway Advertiser is the paper considered by most for a number of purposes: 69% see it as the paper for best classified/small ads, while 3 in 5 would associate it with best entertainment, best advertising for grocery food offers and/or general information.

Q.5 Of the four papers mentioned, which of them, if any, are you most likely to consider if looking for the following? You can mention as many or as few papers as you like for each statement. SHOW SCREEN. MULTICODE POSSIBLE.

J.1135 | Galway Advertiser | Catchment Area Survey | February 2020

Local paper readership

Base: All adults aged 18+ - 300/194,451



More than half of Galway dwellers have looked at the Galway Advertiser within the past week. Much higher than the proportion looking at any other paper in the region.

Q.3a Now thinking about newspapers, as I read out the following list of papers that are available in Galway, could you please tell me the last time you read or looked at a copy of each of them? SHOW SCREEN.

J.1135 | Galway Advertiser | Catchment Area Survey | February 2020

TECHNICAL SPECIFICATIONS:

All supplied ads must be high resolution pdf files (press optimised & without crop marks).

Full colour compact format, printed in Irish Times Print facility. Please see http://www.irishtimes.com/mediakit/p_design.htm

| Column Width | 1 column | 2 column | 3 column | 4 column | 5 column | 6 column | 7 column |
|--------------|----------|----------|----------|----------|----------|----------|----------|
| | 35 mm | 73 mm | 111 mm | 149 mm | 187 mm | 225 mm | 263 mm |

DEADLINES:

BOOKING DEADLINES:

Galway Advertiser & Advertiser Business
4pm Tuesday
Athlone **4pm Tuesday**

COPY DEADLINES:

Galway Advertiser & Advertiser Business
5pm Tuesday
Athlone **5pm Tuesday**

- **Full page** 33cm x 7 columns (330 mm x 263 mm)
- **Half page** 16cm x 7 columns (160 mm x 263 mm)
- **Quarter page** 16cm x 3 columns (160 mm x 111 mm)
- **FULL Page Width** 263 mm (or 7 columns)
- **FULL Page Height** 330 mm
- **Ads above 270mm in height must be 330mm (full height)**
- **Above dimensions are quoted as height measurement x width measurement**

Galway Production: Terry Lyons or Mary Callanan
Tel 091 530921
Email: production@galwayadvertiser.ie

ADS DESIGNED BY THE ADVERTISER

WHAT WE NEED TO DESIGN YOUR AD.

- Layout required, or an indication of the more important information, if you wish to have our designers create the layout.
- Colours required (Pantone Number for accuracy)
- Logos and images (Must be High Resolution).
- Please consider the size/shape of your ad space when sending in information.

(Your Rep will confirm the ad size in Millimetres)

SUPPLYING YOUR OWN ARTWORK SPECIFICATION FOR ADS TO SUPPLIED AS FINISHED ARTWORK.

If Ads are being SUPPLIED we can only accept Artwork as follows

- pdf / jpeg / tif (pdf is preferred for quality) Word/ Excel/Powerpoint files cannot be used.
- Must be High Resolution
- Must be sized to the exact dimensions (in millimetres)
- All fonts must be embedded
- All images must be flattened and CMYK

- Strictly No Overprint Fill to be selected on any part of the file image or text
- Registration should not be used as a colour
- All files must be supplied without crop marks.
- All artwork must include the Ad Number (as reference to match artwork with the booking)
- All suppliers must be advised to view the full colour printing spec from our printer

<http://www.irishtimes.com/about-us/advertise/production-information>

NOTE*: Before attempting to design ads we advise seeking a professional designer. We CANNOT accept responsibility for technical errors made by the supplier. ie - poor photo reproduction, fonts issues, colours issues etc.**

WHERE TO SEND YOUR AD.

Send your ad information or artwork to your sales rep.

Please quote the **AD NUMBER** given by your rep when booking.

(this allows us to match the ad to the booking).

If you do not have an assigned rep, send your ad to the appropriate address below.

sales@galwayadvertiser.ie
sales@athloneadvertiser.ie