

# Galway Advertiser

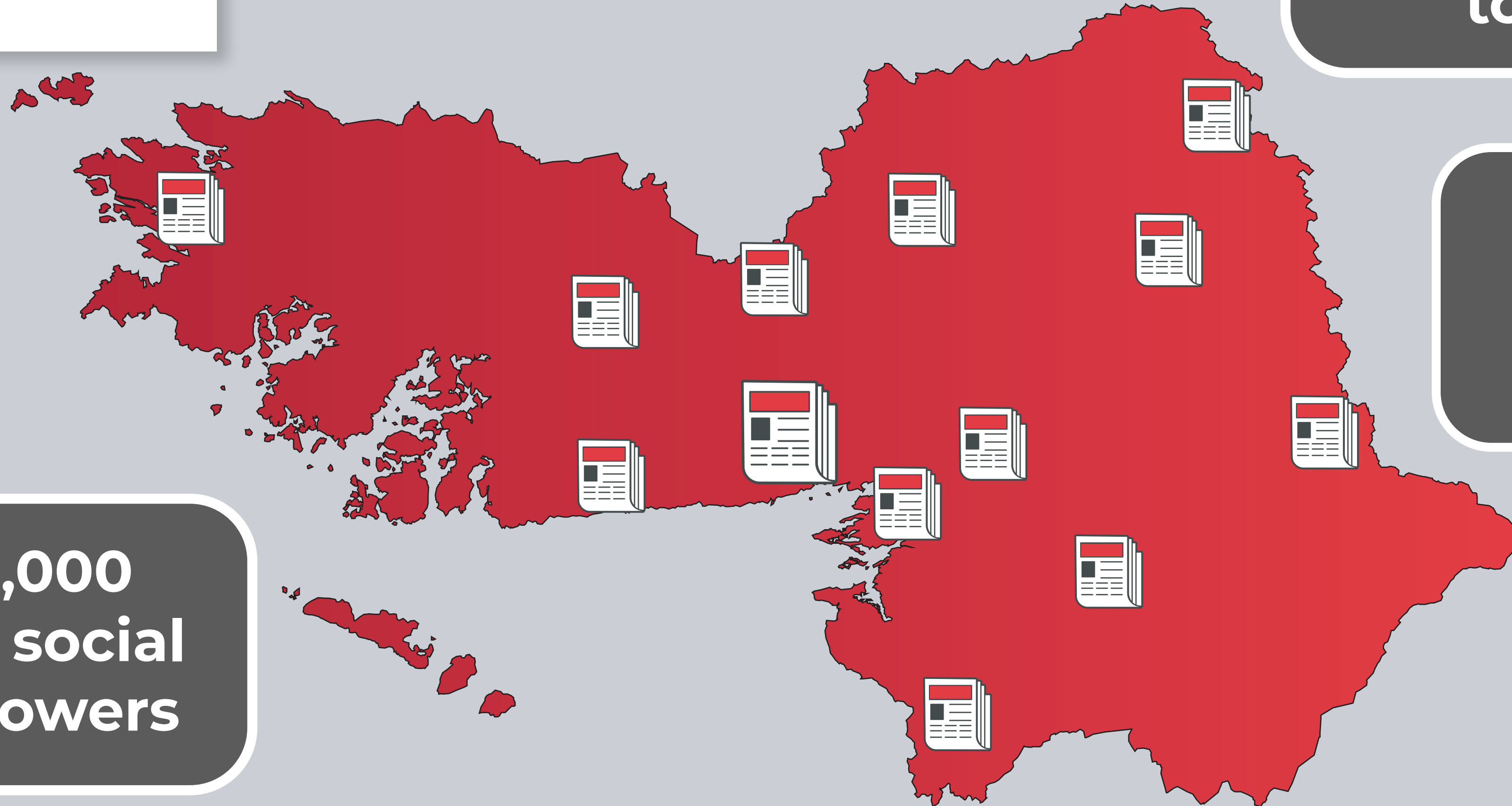
## Rate Card

40,500 papers  
distributed  
weekly

24,500 papers  
delivered directly  
to homes

Read  
weekly  
by 131,610

Over 168,000  
combined social  
media followers



The Galway Advertiser is the largest circulating newspaper in Galway City & County

# Galway Advertiser & Advertiser Business Rates

	<b>GALWAY ADVERTISER</b>	<b>ADVERTISER BUSINESS</b>
<b>Full Page Colour</b>	€7,300	€9,600
<b>Half Page Colour</b>	€3,700	€5,700
<b>25cm x 4 Columns</b>	€3,700	€5,700
<b>Quarter Page Colour</b>	€2,000	€3,300
<b>Column CM Colour</b>	€40	€55
<b>Front Page 12cmx2Clmn</b>	€1,825	N/A
<b>Front Page 12cm x 3Clmn</b>	€2,280	N/A
<b>Front 6cm x 3column</b>	€1,585	N/A
<b>Back Page</b>	€8,800	N/A
<b>Wrap Advertising</b>	€20,100	N/A
<b>Half Wrap</b>	€12,800	N/A

**Leaflet Distribution:** €240 + VAT per 1,000 Leaflets Distributed

Discounts available on volume bookings. Please ask your account executive for more details.



# Brand Campaigns

## 6 Week Branding Campaign

6 adverts published in the Galway Advertiser on your chosen weeks Editorial of 250 words with image on 2 of the weeks your advert appears

Sizes to choose from:

Full page – €1,290 plus VAT per insertion  
Half page – €660 plus VAT per insertion  
Quarter page – €385 plus VAT per insertion  
12cm x 3 column - €310 plus VAT per insertion  
12cm x 2 column OR 8cm x 3 column-  
€235 plus VAT per insertion

\*All adverts must be published within a 13 week period

## 13 Week Branding Campaign

13 adverts published in the Galway Advertiser on your chosen weeks Editorial of 250 words with image on 4 of the weeks your advert appears 3 social media posts  
One upgrade to double your advert

Sizes to choose from:

Full page – €1,230 plus VAT per insertion  
Half page – €630 plus VAT per insertion  
Quarter page – €370 plus VAT per insertion  
12cm x 3 column - €295 plus VAT per insertion  
12cm x 2 column OR 8cm x 3 column-  
€225 plus VAT per insertion

\*All adverts must be published within a 6 month period

## 26 Week Branding Campaign

26 adverts published in the Galway Advertiser on your chosen week Editorial of 250 words with an image on 8 of the weeks your advert appears  
6 social media posts

Three upgrades to double your advert  
One ezine to be emailed out to our 20,000 subscribers

Sizes to choose from:

Full page – €1,100 plus VAT per insertion  
Half page – €590 plus VAT per insertion  
Quarter page – €340 plus VAT per insertion  
12cm x 3 column - €270 plus VAT per insertion  
12cm x 2 column OR 8cm x 3 column-  
€210 plus VAT per insertion

\*All adverts must be published within a 12 month period.



**110,000**  
Average  
monthly  
website visitors



**41,653**  
Digital  
newspaper  
subscribers



**35,526**  
Instant updates/  
competition  
subscribers



**168,000**  
Followers across  
Facebook, Instagram,  
X, Threads

## BANNER ADVERTISING

50,000 page impressions (2 weeks) - €400 + VAT  
100,000 impressions (1month) - €600 + VAT  
970 x 250 Billboard  
728 x 90 Standard Leaderboard  
300 x 50 Mobile Banner  
300 x 250 MPU Banner  
320x50 Mobile Banner 2

## SOCIAL MEDIA MARKETING

Packages start from €300 + VAT for 3 Social Media posts  
Market your business to our 118,804 Facebook followers,  
24,997 Twitter followers,  
21,209 Instagram followers  
2,499 Threads followers  
and 465 Blusky followers

## E-PAPER ADS

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)

## FACEBOOK TAKEOVER

Take over our Facebook - €700 + VAT for 5 days (Mon-Fri).  
Set the main image on our Facebook page, and have your  
business logo appear beside all posts.  
2 posts per day (morning & evening).  
Can include video & static posts.

## DIGITAL COMPETITION

Advertiser.ie Social Media & Online Competition:  
Ezine, Opt-ins & Report - €650 + VAT  
Promote your competition to our subscribers,  
website visitors and followers. We provide you  
the contact addresses of those who opt-in

## EMAIL MARKETING

Ezine - €400 + VAT  
Created by us and sent to our 20,000 subscribers  
To create we require: content &  
600 x 350 pixel image

# Design Spec Information

## BOOKING DEADLINES:

Galway Advertiser & Advertiser Business - 4pm Tuesday.

## COPY DEADLINES:

Galway Advertiser & Advertiser Business - 5pm Tuesday.

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

Full colour compact format, printed in Irish Times Print facility.

Please see <https://www.irishtimes.com/about-us/advertise/production-information/>

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

Full page: 330mm High x 263mm Wide

Half page: 160mm High x 263mm Wide

Quarter Page: 160mm High x 111mm Wide

Full page width 263mm (7 Columns)

Full page Height 330mm

Ads above 270mm in height must be 330mm (Full Height)

Above dimensions are quoted as height x width measurement.