

Days Out Leaflet 2023 Rate Card

The Northumberland Days Out leaflet is a dedicated printed guide, used by visitors to plan great days out across Northumberland.

- 200,000 thousand printed and distributed across Northumberland
- Definitive guide to the area with a map and information on attractions, travel, activities, eating out and shopping

Ad size	Measurements	Cost
Bold listing	Listing only	£95 +VAT
1/8 panel	42mm x 46.25mm	£220 +VAT
1/4 panel portrait	42mm x 97.5mm	£435 +VAT
1/4 panel landscape	89mm x 46.25mm	£435 +VAT
1/2 panel	89mm x 97.5mm	£820 +VAT
3/4 panel	89mm x 148.75mm	£1050 +VAT
Full panel	89mm x 200mm	£1400 +VAT
Sponsorship	-	Price on request

The image shows six visual representations of ad sizes on a light grey background. Each size is represented by a dark teal rectangle. The 1/8 size is a small square in the top-left corner. The 1/4 Portrait size is a vertical rectangle in the top-left. The 1/4 Landscape size is a horizontal rectangle in the top-left. The 1/2 size is a vertical rectangle in the top-left. The 3/4 size is a vertical rectangle in the top-left. The Full size is a large vertical rectangle in the top-left.

1/8	1/4 Portrait	1/4 Landscape	1/2	3/4	Full
W 42mm x D 46.25mm	W 42mm x D 97.5mm	W 89mm x D 46.25mm	W 89mm x D 97.5mm	W 89mm x D 148.75mm	W 89mm x D 200mm

Artwork specification

Print ready PDF
 Fonts converted to path | Photographs/images minimum 300dpi