

PRINT ADVERTISING



ADVERTISING RATE CARD

Get your business noticed with Lyme Regis' most popular and best read newspaper and website

Print and online advertising opportunities to suit all budgets, at the most competitive rates in the local area



www.lyme-online.co.uk



Our well-read print edition of LymeOnline is published every fortnight (25 editions per year) in tabloid format, 24 pages, and is delivered to as many accessible houses as possible in Lyme Regis, Uplyme and Charmouth, with copies also available at other pick-up points throughout the area, with a total distribution of 4,000. Our advertising rates are the most competitive in the area, starting at just £12.50 for an advert sizes 5cm deep x 2 columns wide. By booking a space in the newspaper, you get the best of both worlds, as you'll also receive a free advert on our website!

Front Page:	£1.50 per single column centimetre (scc)
Run of Paper:	£1.25 scc
Full Page:	£125
Half Page:	£65
Quarter Page:	£45
Public Notices/Jobs:	£1.50 scc
Local Services:	£8 per insertion (minimum 4 weeks)

For each advertisement placed in the LymeOnline newspaper a FREE MPU advertisement will appear on the LymeOnline website

We offer a FREE design service for all advertisements, both in print and online, working with clients to create eye-catching promotions that suit their individual brand

ONLINE ADVERTISING

The popular LymeOnline website attracts an average of 300 users a day. The website is updated 24/7 and, together with our printed edition, provides the most comprehensive news coverage of the Lyme Regis, Uplyme and Charmouth area. Online advertising starts from as little as £5 a week and all adverts will include a click-through link to your own website.



Banner Adverts

(720 pixels wide x 90 pixels deep)

Prime position at top of all web pages £25.00 per insertion*
(minimum 4 weeks, discounts available for longer bookings)

1 insertion (static)	£15.00
4 insertions (static)	£12.00 per insertion
8 insertions (static)	£10.00 per insertion
1 insertion (rotation)	£12.00
4 insertions (rotation)	£10.00 per insertion
8 insertions (rotation)	£8.00 per insertion

Mid Page Unit (MPU)

(300 pixels wide x 250 pixels deep)

1 insertion (static)	£10.00
4 insertions (static)	£8.00 per insertion
8 insertions (static)	£6.00 per insertion
1 insertion (rotating)	£8.00
4 insertions (rotating)	£6.00 per insertion
8 insertions (rotating)	£5.00 per insertion

Local Directory

Get your business noticed with our comprehensive Local Directory. Basic listings are FREE or upgrade to include more details for just £10 a year.

*One insertion is equivalent to one week displayed on the website

LYME LIFE MAGAZINE

Lyme Life is a magazine for Lyme Regis and district, which is published three times a year in June, September and December - the ultimate guide to one of Dorset's most popular and historic resorts. With a 6,000 print run for each issue, Lyme Life is available from a large number of local businesses and all the major accommodation and tourist outlets in the area. Lyme Life is a compact tabloid, allowing for maximum impact of imagery, and printed on 70gsm white improved glossy print, folded for delivery and easy display.

Full page:

Full page - 360 mm x 270 mm £250.00
(including 5mm bleed)

Back page:

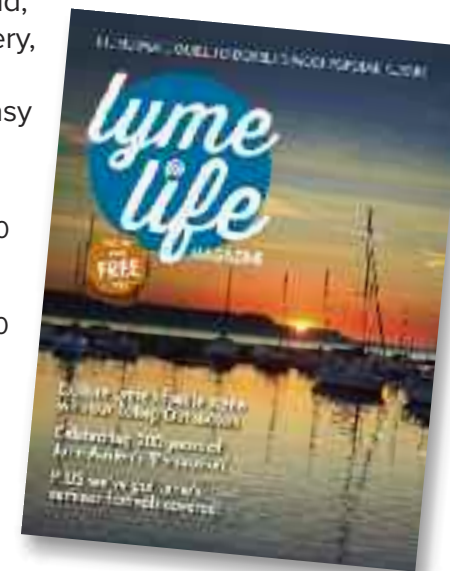
Full page - 360 mm x 270 mm £350.00
(including 5mm bleed)

Run of paper:

Half Banner £55.00
112 mm x 60 mm

Run of paper:

Full Banner £110.00
230 mm x 60 mm



Join our club to get a 10% discount!

Members of the LymeOnline Supporters Club will receive a place (150 pixels wide x 150 pixels deep) on our 'Advertising Wall' on the website homepage, and this will also feature in our printed edition once a month. Members will also receive a 10% discount on all other advertising they book, both in print and online! Membership costs just £4 a week (minimum 13 weeks to be paid up front).

For more information on this and other ways you can support LymeOnline visit lyme-online.co.uk/support-us

For all advertising enquiries contact Philip Evans on 01297 442781, 07796 951 991 or email edit@lyme-online.co.uk