

**2-column
Panel £9.50**
3.42 x 6.5cm

**5-column
Panel £24**
13.3 x 6.5cm

ADVERTISING RATES, 2012

Chatterbox is a quarterly magazine, currently with a print run of around 800, circulating in the Black Isle area of the Scottish Highlands and well beyond. Many readers keep their copies for substantial periods.

Panel adverts

In 2012 all pages will be printed in colour and we are simplifying our rates accordingly. We offer rates as shown on the chart for **'panel' advertisements**, based on our standard 7-column page layout. Panels are most often positioned at the bottom of a page.

All adverts inserted in the magazine are also included in the copies of the magazine available for download from our website at www.chatterboxnews.co.uk

Other full page-width adverts

Quarter page (7 columns x 6.98cm) **£37**
One third page (7 columns x 9.3 cm) **£49**
Half page (7 columns x 13.95 cm) **£73**
Full page (7 columns x 27.9 cm) **£145**

All the charges quoted on this page are for a single insertion.

Pay these rates as you go, or buy your advertising in advance, for the year (4 insertions) and get 15% discount:

(Pre-payment in full is due in advance, on receipt of our invoice)

Non-standard sizes are dependent on availability of space and compatibility with page layout. They will be charged at **73 pence per column centimetre** and rounded up to the nearest £. The standard 15% discount is available for all pre-paid repeat adverts in all 4 consecutive issues of 2012 (Spring, Summer, Autumn and Winter).

We reserve the right to maintain the compatibility of advert sizes and positions with page design layout. Specific positioning may be agreed by negotiation. Please contact the Advertising Manager (advertise@chatterboxnews.co.uk).

Chatterbox is entirely dependent, as a community Newsletter, on its advertisers for financial support, and is constantly grateful for the steady support which they give. We hope that you will be happy with the rates set, but will always be prepared to negotiate rather than lose your advertising business.

**Full page
£145**

18.73 x 27.9cm

**3-column
Panel £14**
7.87 x 6.5cm

**4-column
Panel £19**
10.58 x 6.5cm

**7-column
panel £33**
18.73 x 6.5cm

**Half page
£73**

18.73 x 13.95cm

**Third page
£49**

18.73 x 9.3cm

Quarter page £37 18.73 x 6.97cm

Panel adverts are all 6.5 cm height