

## ADVERTISING RATES, 2010

Full page  
£109.62

Chatterbox is a quarterly magazine, currently with a print run of around 800, circulating in the south Black Isle area of the Scottish Highlands and well beyond. Many readers keep their copies for substantial periods. We offer the following rates for 'panel' advertisements ('Panel' sizes are illustrated at the bottom of this page) at a standard rate of 58 pence per column centimetre, or 70p on our colour pages, when available - prices for colour are shown in brackets, thus: (Colour £8.32), based on our standard 7-column page layout, as shown here (green lines). All adverts are also included in copies available from our website at [www.chatterboxnews.co.uk](http://www.chatterboxnews.co.uk)

### Bottom panel adverts

based on our standard bottom panel height of 6.5 centimetres (see layouts below)

- Panel 2 (2 columns, totalling 13 cm) **£7.54** (Colour £9.10)
- Panel 3 (3 columns, totalling 19.5 cm) **£11.31** (Colour £13.65)
- Panel 4 (4 columns, totalling 26 cm) **£15.08** (Colour £18.20)
- Panel 5 (5 columns, totalling 32.5 cm) **£18.85** (Colour £22.75)
- Panel 6 (6 columns, totalling 39 cm) **£22.62** (Colour £27.30)
- Panel 7 (7 columns, totalling 45.5 cm) **£26.39** (Colour £31.85)

### Full page-width adverts

Bottom panel as panel '7', above

- One third page (7 columns x 9 cm) **£36.54** (Colour £44.10)
- Half page (7 columns x 13.5 cm) **£54.81** (Colour £66.15)
- Full page (7 columns x 27 cm) **£109.62** (Colour £132.30)

We reserve the right to determine the position of full page-width adverts according to the design layout of the issue. Specific positioning available by negotiation.

### Pre-booked repeat rates

We offer the following pre-booked repeat rates, including 10% discount, for insertion in 4 quarterly issues:  
(Pre-payment in full at the time of invoicing for the first advert attracts an additional 5% discount)

- Panel 2 £27.14 (Colour £32.76)
- Panel 3 £40.72 (Colour £49.14)
- Panel 4 £54.29 (Colour £65.52)
- Panel 5 £67.86 (Colour £81.90)
- Panel 6 £81.43 (Colour £98.28)
- Panel 7 £95.00 (Colour £114.66)

1/3 page £131.54 (Colour £158.76), 1/2 page £197.32 (Colour £238.14), Full page £394.63 (Colour £476.28)

Other sizes will be charged on the basis of the standard charge of **58 pence per column centimetre** (70p on our colour pages). Standard discount on all pre-paid repeat adverts in 4 consecutive issues is 15%. We reserve the right to maintain the compatibility of advert sizes and positions with page design layout. Specific page-positioning may be agreed by negotiation. Please contact the Editor.

*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.*

1/2 page  
£54.81

1/3 page  
£36.54

**Bottom panel 2**  
£7.54

**3**  
£11.31

**4**  
£15.08

**5**  
£18.85

**6**  
£22.62

**7**  
£26.39