

Media PACK 2008

CLASSIFIED ADVERTISING RATES

CONTENT

RECRUITMENT, COURSES & TUITION, WEB DIRECTORY, NOTICEBOARD, MIND & BODY, PROPERTY, PERSONAL

READERS

CAREERS

61% of readers are thinking of moving jobs in the next five years. *List* readers have a passion for the arts and entertainment in both their social and working lives, so it's no surprise that the best jobs in Scotland appear in *The List*.

These are examples of jobs that were advertised in *The List* in 2007:

Edinburgh Festival Theatre - Marketing & Communications Manager

The Arches, Glasgow - Operations Manager

Scottish Arts Council - Visual Arts Officer

COURSES

92% of *List* readers have attended a course at university or college. *The List* regularly features adverts for classes and courses that reflect our readers interests. For example:

University of Strathclyde, Glasgow - Theatre and Film Studio

Napier University, Edinburgh - Communication & Creative Industries

The List reaches over 50,000 young, affluent, culturally aware and socially active Scots every fortnight. To find out more about our readers refer to our 'Readership Profile' available at www.list.co.uk/advertising

CIRCULATION

Widely available to buy across central Scotland, *The List* magazine has an average print run of 18,000 copies and has an established loyal readership. *The List* is an ABC audited title.

FULL COLOUR CLASSIFIED DISPLAY ADS

To book a Classified display ad please call *The List* sales team on **0131 550 3060**. Rates exclude VAT which will be added at 17.5%.

THIS IS DISPLAY
Full colour ads start from **£56**
various sizes available



PRICING EXAMPLE

SIZE	RECRUITMENT OR PREMIUM	STANDARD
4x1	£72	£56
6x2	£216	£168
8x3	£432	£336
10x4	£720	£560
12x5	£1080	£840

RECRUITMENT

£18 per scc*

ONLINE

25% extra

For an additional 25%, maximise your exposure and response by also placing your recruitment advert online. The website currently reaches an audience of over 250,000 unique users per month.

Eg: 6 x 2 advert in The List magazine = £216

6 x 2 advert in The List magazine + www.list.co.uk = £270

STANDARD RATES

£14 per scc*

(excluding recruitment and premium rate adverts)

PREMIUM RATES

£18 per scc*

Charged for introduction agencies and chatline adverts.

*SCC = single column centimetre

CALCULATING THE PRICE

cms high x columns wide x SCC rate = price (see over for sizes)

Rates shown do not include VAT which will be added at 17.5%.

Email wording and a logo for your advert to ads@list.co.uk and we can quote you a price for the most appropriate size. *The List* can assist with the design of your advert at no extra charge.

SEMI-DISPLAY, LINEAGE & WEB DIRECTORY ADS

These adverts can only be booked online at www.list.co.uk/shop/classified

This is semi-display

Up to 25 words cost £22. Additional words cost 50p per word. Copy is centred with a bold line above and below the text. Semi-display ads will be positioned at the top of the section.

The first and last lines of text are in bold

This is lineage.

Up to 25 words cost £18. Additional words cost 50p per word. The first three words are in bold type.

SPECIAL OFFERS

Benefit from an ongoing presence in the magazine at a reduced rate for your semi-display, web directory or lineage advert:

- 4 ads for the price of 3
- 8 ads for the price of 6
- 15 ads for the price of 10

Book online at www.list.co.uk/shop/classified

'For targeted recruitment advertising at highly competitive rates, with an almost guaranteed quality response, *The List* is the first publication I would go to advertise a position within the Tron Theatre in Scotland.'

Kirsty Miller, Tron Theatre

'Recruitment advertising in *The List* is always a sure-fire way to reach arts workers in Scotland and, with *The List* Online, throughout the UK.'

James Allenby, Dancebase

SEE OVER FOR CLASSIFIED COPY DETAILS >>>

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ADVERT SIZES (FULL COLOUR DISPLAY)

HEIGHT	WIDTH
Minimum: 4cm high	1 column: 35mm
Maximum: 24cm high	2 column: 73mm
	3 column: 112mm
	4 column: 150mm
	5 column: 189mm

Choose the required height and width and see over for rates.

COPY DEADLINES

Finished artwork: Wed 12noon (7 days prior to publication)
Rough copy: Mon 12noon (9 days prior to publication)

SUBMITTING COPY

Large files should be submitted on disc or CD to:

The List Ltd
Advertising Dept
14 High Street
Edinburgh
EH1 1TE

Copy can be emailed to: ads@list.co.uk

URN: Please reference all copy with:
issue number/client name/advert size

example: 566/Glasgow Council/5x2

TERMS&CONDITIONS

- VAT will be added to rates at 17.5%
- Payment is required in advance of publication
- Cancellations only accepted up to 9 days prior to publication
- *The List* does not accept liability for any loss incurred by error or omission of any advertisement.

CONTACT US

The List Ltd
Advertising Dept
14 High Street
Edinburgh
EH1 1TE
T: 0131 550 3060
F: 0131 557 8500
email: ads@list.co.uk

ALSO AT: The List Ltd
CCA
350 Sauchiehall Street
Glasgow
G2 3JD
T: 0141 332 9929
F: 0141 353 2803
web: www.list.co.uk

PUBLICATION DATES

Published fortnightly with weekly issues in August.

ISSUE	DATE	ISSUE	DATE
593	04/01/08	607	16/07/08
594	16/01/08	608	30/07/08
595	30/01/08	609	06/08/08
596	13/02/08	610	13/08/08
597	27/02/08	611	20/08/08
598	12/03/08	612	03/09/08
599	26/03/08	613	17/09/08
600	09/04/08	614	01/10/08
601	23/04/08	615	15/10/08
602	07/05/08	616	29/10/08
603	21/05/08	617	12/11/08
604	04/06/08	618	26/11/08
605	18/06/08	619	10/12/08
606	02/07/08		

COPY REQUIREMENTS

Delivery

Copy for advertisements can be supplied on CD or DVD or emailed to ads@list.co.uk

File Format

Acrobat PDF: PDFs should be Press Optimised or better. Distiller job options should include:

Compatibility: Acrobat 4.0 or lowest possible.

Resolution: 2400 dpi.

Images: Bicubic Downsampling at 300dpi ZIP 8-bit.

Monochrome: bitmap 1200dpi.

Compression: CCITT 4. Compress Text and Line Art.

All fonts embedded.

All images CMYK prior to distilling.

6mm bleed all round if a full page and applicable.

Please note that The List Ltd cannot amend PDF files once supplied.

We will accept the following if the above PDF cannot be generated or ongoing text or design amendments are required (highest version):

- **QuarkXPress (6.5) or In-Design (CS2):** For all open file formats fonts and pictures should be supplied complete

- **Adobe Illustrator (CS2):** EPS file. Outline all fonts.

- **Adobe Photoshop (CS2) or other bitmap based image format:** TIFF, EPS, High Quality JPEG.

All bitmap files used in the above should be 300dpi minimum resolution for 100% scale use.

Colour proofs

A cromalin, laser or digital proof or colour printout must be supplied if a colour match is required.

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