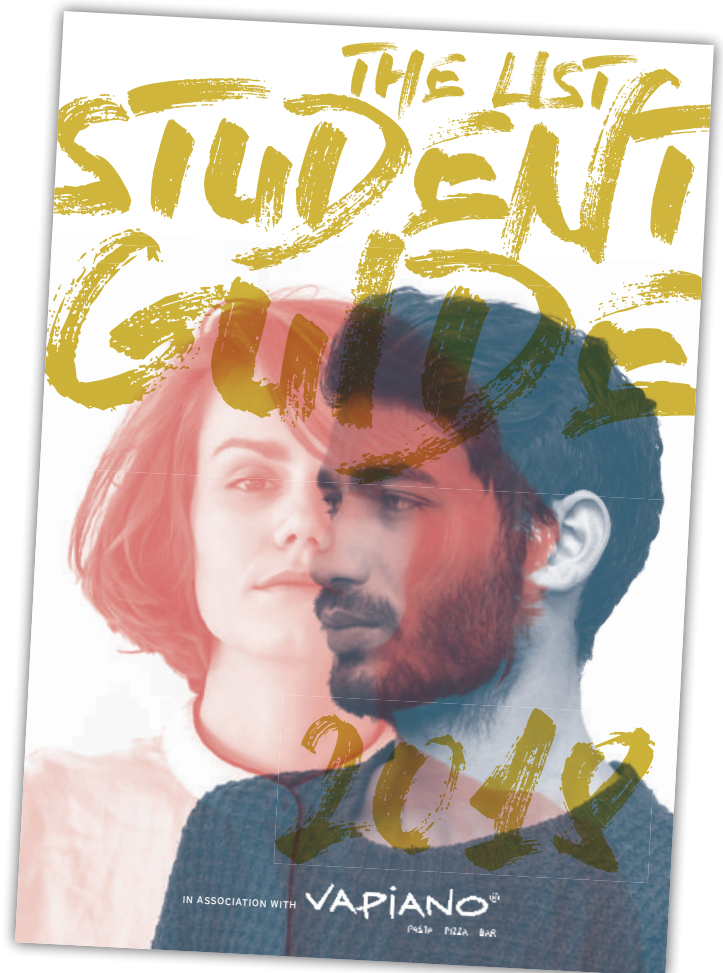


# STUDENT SPECIAL

THE LIST STUDENT SPECIAL, INTRODUCING GLASGOW AND EDINBURGH STUDENTS TO SCOTLAND'S LEADING EVENTS AND ENTERTAINMENT GUIDE

- \* Published 1 September
- \* 30,000 copies, A4 full colour
- \* Immediate impact - Extensive distribution at freshers' fairs and student nights
- \* The ultimate guide to student living within Scotland's leading events and entertainment magazine
- \* Highlighting the best places to eat, drink, socialise and shop
- \* With reader offers, competitions and promotions



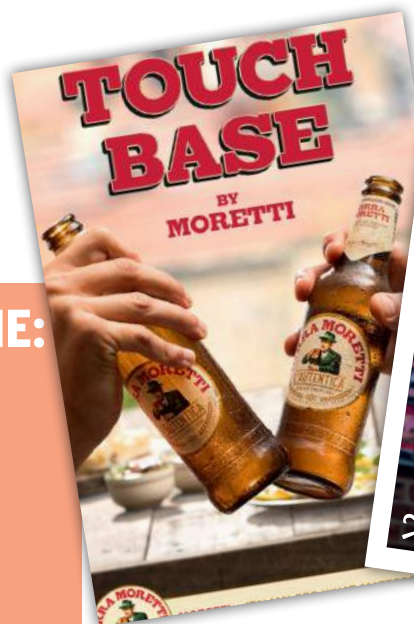
'Having advertised with The List for numerous years, we feel it is an ideal medium to communicate with the student populous across the central belt in Scotland!'

DF CONCERTS



**PAYMENT & COPY DEADLINE:  
MON 19 AUG**

Don't miss out!  
Call 0131 550 3060  
to book your advert



# STUDENT PACKAGES

## PACKAGE 1 - £480

1 x 1/4 page advert  
10,000 MPUs

## PACKAGE 2 - £720

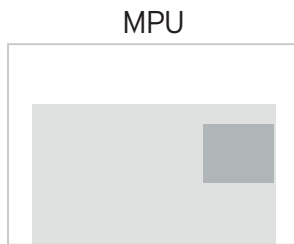
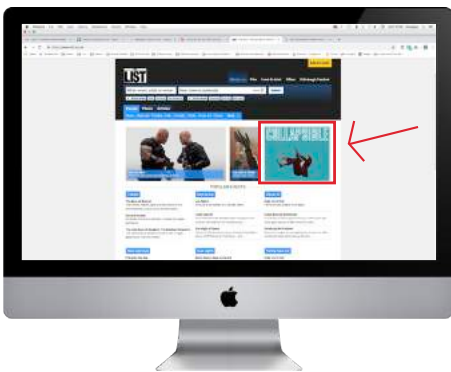
1 x 1/2 page advert  
15,000 MPUs\*

## PACKAGE 3 - £980

1 x full page advert  
20,000 MPUs\*

\*TARGETED TO STUDENT TAGS ON LIST.CO.UK  
& GEO TARGETED BY LOCATION

### ONLINE DIMENSIONS



w300px X h250px  
GIF/JPEG  
£20 CPM

### PRINT ADVERTISING RATES & DIMENSIONS



1/8 VERTICAL  
134 x 44 (mm)  
£250



1/8 HORIZONTAL  
134 x 44 (mm)  
£250



1/4 REGULAR  
134 x 93 (mm)  
£400



1/4 HORIZONTAL  
65 x 189 (mm)  
£400



1/2 VERTICAL  
271 x 93 (mm)  
£660



1/2 HORIZONTAL  
134 x 189 (mm)  
£660



FULL PAGE  
Bleed: 205 x 218 (mm)  
Trim: 297 x 210 (mm)  
Type: 271 x 189 (mm)  
£1,000



DOUBLE PAGE SPREAD  
Bleed: 305 x 428 (mm)  
Trim: 297 x 420 (mm)  
Type: 271 x 189 (mm) x2  
£1,700

OR

## CREATE YOUR OWN PACKAGE!

Don't see what you need above? To create your own bespoke campaign go to:  
[list.co.uk/advertising](http://list.co.uk/advertising)

PAYMENT AND COPY DEADLINE: **MON 19 AUG**

These rates are exclusive of VAT which will be added at 20%. Cover sites are strictly subject to availability and premium rates apply. For an extra 10% we can guarantee right hand positions.

#### PAYMENTS

ALL ADVERTS MUST BE PAID FOR IN ADVANCE + VAT, UNLESS CREDIT FACILITIES HAVE BEEN PREVIOUSLY AGREED

#### ARTWORK

ALL ADVERTISING CAN BE DESIGNED BY THE LIST AT NO EXTRA COST

By purchasing a service from *The List* you are creating a contractual relationship and you agree we may process your contract information in line with our policy.