

## PRINT & DIGITAL EDITION ADVERTISING RATES

|  |       |
|--|-------|
| Full page (274mm wide x 370mm tall )                           | £1600 |
| Half page (274mm wide x 170mm tall or 135mm wide x 370mm tall) | £925  |
| Quarter page (135mm wide x 170mm tall)                         | £550  |
| Eighth Page (135mm wide x 90mm tall)                           | £300  |
| Advertisorial charge (100-250 words)                           | £150  |

**Series discount:** 10% off on 4 insertions

*Options including tailored supplements, wraps and spreads are available on request*

## INSERT RATES

*Price per Thousand on Application*

- All inserts will be weighed prior to insertion.
- Inserts must be supplied folded, to a maximum size of A4.
- Payment may be requested in advance (Subject to RBC's discretion).
- Inserts can be distributed to single areas if required.



## WEB ADVERTISING RATES

|   |  |
|---|--|
| Banner on Front Page of Website (580px wide x 80px tall)          | £450 for 3 months<br>£900 for 6 months<br>£1600 for 12 months  |
| Button Advert on sidebar on every page of website (125px square)  | £450 for 3 months<br>£900 for 6 months<br>£1600 for 12 months  |
| Sidebar advert on every page of website (300px wide x 125px tall) | £800 for 3 months<br>£1500 for 6 months<br>£2500 for 12 months |
| Product and Services News Entry                                   | £300 for 3 months<br>£500 for 6 months<br>£900 for 12 months   |

## E-NEWSLETTER ADVERTISING

Costs quoted are for a four week period, sending 2 e-newsletters a week (8 in total) to approx 20,000 subscribers

|  |      |
|--|------|
| Banner (80px high x 580px wide)                      | £500 |
| Button Advert (125px square)                         | £400 |
| Product News entry, linking to full entry on website | £300 |

## COMBINED ADVERTISING

(4 week period on both website and newsletter)

|                                 |      |
|---------------------------------|------|
| Banner (80px high x 580px wide) | £650 |
| Button Advert (125px square)    | £500 |

## DEDICATED E-SHOT

Sending to approx 20,000 subscribers.

**VAT:** All prices exclude VAT at standard rate

*Price on Application*