

## Camera - Ready Ads

Camera-ready ads must be produced at the exact size reserved. Ads accepted via ISDN (051-301792) or CD.

**File Formats** - We accept the following file types:

- **PDF:** Files should comply with PDFx1 newspaper publishing standards. Single page composite Grayscale or CMYK are required. Use Acrobat Distiller with newspaper publishing 'joboptions' to created PDF files. Embedded fonts must be subsetted at 100%. Distiller 'joboptions' are available on request.
- **QuarkXpress v4:** Use the 'Collect For Output' feature all to ensure ad elements are linked and updated. Embed all fonts or converted to the correct colour space (Grayscale or CMYK).
- **Illustrator or Freehand EPS:** Link or Embed all imported graphic or images. Embed all fonts or convert to Outline Converted to the correct colour space (Grayscale or CMYK).
- **ADS:** Ads should be validated via QuarkXpress extension for the correct colour space (Mono or Colour). PC format is required.

### Digital Images and Graphics:

For the best quality, photos and halftones must be scanned at 200dpi and black and white line art must be scanned at 600-1200dpi.

Converted to the correct colour space, e.g. Grayscale or CMYK include embedded ICC newspaper profiles. ICC profiles are available on request.

### Typefaces

It is the responsibility of the advertiser to supply a typeface of any fonts used in the ad. The Munster Express reserves the right to substitute a similar typeface if a font is not supplied or is unusable. Only Postscript fonts will be accepted.

## Advertisement conditions

1. Art Work of Repro and copy shall subject to approval.
2. The acceptance of an advertisement or the payment therefore is not to be taken as to imply an insurance that the advertisement will be published. The proprietors reserve the right to refuse to insert any advertisement without giving reason. In the event of a refusal to insert an advertisement, they will refund any money paid in respect of the same but without any compensation for any loss or damage sustained by non-publication. Furthermore, the proprietors reserve the right to discontinue publication of any advertisement previously inserted. They also reserve the right to alter as they may think fit, any advertisement without allowing any compensation for such alterations. They do not guarantee the insertion of any advertisement on any particular day has been stipulated for by the person tendering or paying for such advertisement. The proprietors will not be liable for any loss occasioned by the fact that an advertisement does not appear on any specified date, or at all. They also reserve the right to omit an advertisement from any particular edition of the paper without compensation or allowances. Advertisements and payments there fore are accepted subject to the above conditions.
3. Stamped or printed conditions on order will not be recognised as binding.
4. No responsibility can be accepted or any damage to, or loss of Art Work or Repro through accidents.
5. The placing of an order will be consider an acceptance of these conditions.
6. Failure to make an order correspond in ice or conditions with the rate card will be registered only as a clerical error.
7. All goods or service advertised are subject at any time to examination by the proprietors.
8. This scale is subject to revision at any time
9. Advertisements published are the copyright of the Munster Express and can not be used without permission of the publishers.

# Total market coverage

Your display ad will appear in **The Munster Express** and in the **Waterford Express Ads** (10,000 copies are delivered to homes)



## The Munster Express Ltd.

37 The Quay, Waterford, Ireland.

051-872141 & 051-500100

Fax: 051-873452 ISDN: 051-301792

Media Force Ltd. 30 Hatch Lane, Dublin 2, Tel: 01 678 0000

[www.munster-express.ie](http://www.munster-express.ie)

[www.facebook.com/TheMunsterExpress](https://www.facebook.com/TheMunsterExpress)

**Core Readership Area:** Waterford City and County, South Kilkenny, Carrick-on-Suir, County Tipperary and New Ross, County Wexford. Covers a population of 100,000.

<b>2011 AD RATES (SCC)</b>	<b>MONO</b>	<b>COLOUR</b>
Standard	€11.00	€13.50
Recruitment	€12.10	€14.50
<b>SAMPLE SIZES</b>		
Front Page (5cm X 6col)		€450.00
Full page (33cm x 6col)		€2600.00
Half page (16cm x 6col)		€1375.00
Quarter Page (16cm x 3col)	€528.00	€648.00
Eighth Page (8cm x 3col)	€264.00	€324.00
<b>Government, Public Notices</b>	€11.00	
<b>Planning Notices</b>	€21.75	per notice
<b>Private Classified liner</b>	€7.00	12 words
Box number (12 words)	€9.50	
Per word thereafter	50c	
<b>Prepaid Classified</b>	€5.27	12 words
Box number	€7.95	
Per word thereafter	50c	
<b>Births, Marriages &amp; Deaths</b>	50c	per verse
Heading	€10.55	
Photo	€12.55	
<b>Inserts</b>	€104.00	per 1000
<b>WEBSITE</b>		
Avg monthly page impressions	165,000	
Irish visitors	66%	
Rate per 1000 page impressions		€6.00

<b>Copy Deadlines</b>	
Display Ads	Tuesday 12.00 noon
Classified Ads	Tuesday 12.00 noon
Births/Death Marriages	Tuesday 11.00am
Advertorial/Feature	Friday 5.00pm
Colour Ads	Monday 5.00pm
<b>The Munster Express on Wednesday morning and Waterford Express Ads (10,000 copies delivered to Waterford homes) on Friday . Rates include both editions.</b>	

### **Advertising Design**

Materials accepted are txt files for copy and high quality PDF, jpg or eps files for logos, images and photos. They should be delivered on CD or via e-mail to your advertising rep. We DO NOT accept, Word, Publisher and PowerPoint files as artwork. Text can be sent on a Word file.

### **Proofs**

Proof service is to correct typographical errors and deviations from original layout - NOT for changes or additions to original copy or design. It is the responsibility of the advertiser to report errors. Upon approval, The Munster Express is no longer liable.

To receive a proof of an advertisement, the advertisement must be a minimum size of 3" x 2 columns.

### **Column Sizes**

1 39mm	2 82mm	3 125.5mm	4 168.5mm	5 211.8mm	6 255mm
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#### **Advertising Manager**

Liz McGough: lmcgough@munster-express.ie

#### **Advertising Executives**

Patrick Blewitt: pblewitt@munster-express.ie + Doreen Connolly: doreen@munster-express.ie

#### **Classifieds + Memoriams + Accounts**

memoriams@munster-express.ie + classifieds@munster-express.ie

accounts@munster-express.ie

[www.facebook.com/TheMunsterExpress](http://www.facebook.com/TheMunsterExpress)