

## SUPPLY OF DIGITAL IMAGES - PRICE LIST 2004

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### NEW MEDIA

CD Rom, DVD, Web (images supplied as 72dpi jpeg based on monitor size of 1024 x 768 pixels)

| Size                         | 1/4 Screen | 1/2 Screen | Full Screen |
|------------------------------|------------|------------|-------------|
| <b>International Company</b> | £215       | £325       | £450        |
| <b>National Company</b>      | £115       | £170       | £290        |
| <b>Independent Company</b>   | £40        | £60        | £100        |

### ADVERTISING

#### Local (Ayrshire) Small Businesses Advertising Rates

Annual Reports, Brochure, Catalogue, Direct Mail, Leaflet.

| Image Size       | Up to 1k | Up to 5k | Up to 10k | Up to 50k | Over 50k |
|------------------|----------|----------|-----------|-----------|----------|
| <b>1/4 Page</b>  | £20      | £40      | £50       | £60       | £70      |
| <b>1/2 Page</b>  | £25      | £50      | £60       | £70       | £80      |
| <b>Full Page</b> | £40      | £60      | £70       | £80       | £90      |

#### National Advertising Rates

Annual Reports, Brochure, Catalogue, Direct Mail, Leaflet.

| Image Size       | Up to 5k | Up to 10k | Up to 50k | Over 50k |
|------------------|----------|-----------|-----------|----------|
| <b>1/4 Page</b>  | £65      | £80       | £90       | £100     |
| <b>1/2 Page</b>  | £80      | £90       | £100      | £120     |
| <b>Full Page</b> | £90      | £100      | £120      | £130     |

#### Provincial Newspapers and Trade Magazines

| Size Advert      | 1st Insert | 2nd Insert | 3 - 5 Insert | 6 - 12 Insert | 13 - 25 Ins | Insert 26+ Inserts |
|------------------|------------|------------|--------------|---------------|-------------|--------------------|
| <b>1/4 Page</b>  | £100       | £90        | £80          | £65           | £55         | £40                |
| <b>1/2 Page</b>  | £130       | £100       | £90          | £70           | £60         | £45                |
| <b>3/4 Page</b>  | £155       | £115       | £100         | £85           | £65         | £50                |
| <b>Full Page</b> | £180       | £130       | £120         | £95           | £70         | £55                |

#### National Newspapers and Major Magazines

| Size Advert      | 1st Insert | 2nd Insert | 3 - 5 Insert | 6 - 12 Insert | 13 - 25 Ins | Insert 26+ Inserts |
|------------------|------------|------------|--------------|---------------|-------------|--------------------|
| <b>1/4 Page</b>  | £170       | £100       | £70          | £55           | £50         | £40                |
| <b>1/2 Page</b>  | £195       | £120       | £85          | £65           | £60         | £45                |
| <b>3/4 Page</b>  | £220       | £130       | £95          | £85           | £80         | £55                |
| <b>Full Page</b> | £245       | £145       | £105         | £95           | £90         | £60                |

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## Television

|                    | <b>1 Use / Test</b> | <b>Weekend</b> | <b>3 Months</b> | <b>6 Months</b> |
|--------------------|---------------------|----------------|-----------------|-----------------|
| <b>UK Regional</b> | £55                 | £260           | £520            | £650            |
| <b>UK National</b> | £80                 | £325           | £650            | £780            |
| <b>Cable</b>       | £80                 | £260           | £585            | £715            |
| <b>Satellite</b>   | £80                 | £260           | £585            | £715            |
| <b>Europe</b>      | £105                | £390           | £780            | £1170           |

## Cinema

| <b>Duration</b>        | <b>1 Month</b> | <b>2 Month</b> |
|------------------------|----------------|----------------|
| <b>Up to 4 Seconds</b> | £650           | £1040          |
| <b>Over 4 Seconds</b>  | £1040          | £1820          |

Calendars, Cd Covers, Greeting Cards, Mouse Mats, Phone Cards, Post Cards.

| <b>Print Run</b>  | <b>Price</b> |
|-------------------|--------------|
| <b>Up to 2.5k</b> | £85          |
| <b>Up to 5k</b>   | £95          |
| <b>Up to 10k</b>  | £125         |
| <b>Up to 50k</b>  | £150         |
| <b>Over 50k</b>   | £180         |

## Packaging

| <b>Print Run</b>    | <b>UK</b> | <b>Europe</b> | <b>World</b> |
|---------------------|-----------|---------------|--------------|
| <b>Up to 5k</b>     | £260      | £360          | £485         |
| <b>Up to 10k</b>    | £315      | £455          | £585         |
| <b>Up to 50k</b>    | £365      | £550          | £680         |
| <b>Up to 100k</b>   | £455      | £650          | £780         |
| <b>Up to 500k</b>   | £520      | £780          | £900         |
| <b>Up to 1,000k</b> | £590      | £900          | £1000        |

## EDITORIAL

Magazines, Newsletters, Newspapers

| <b>Usage Size</b>    | <b>1/8 Page</b> | <b>1/4 Page</b> | <b>1/2 Page</b> | <b>3/4 Page</b> | <b>Full Page</b> | <b>Cover</b> |
|----------------------|-----------------|-----------------|-----------------|-----------------|------------------|--------------|
| <b>British</b>       | £60             | £70             | £95             | £130            | £155             | £220         |
| <b>International</b> | £60             | £70             | £105            | £155            | £195             | £360         |

## Television

|                  | <b>UK</b> | <b>C'wealth</b> | <b>Australia</b> | <b>USA</b> | <b>Europe</b> | <b>Rest</b> | <b>World</b> |
|------------------|-----------|-----------------|------------------|------------|---------------|-------------|--------------|
| <b>1st Flash</b> | £65       | £60             | £40              | £65        | £80           | £65         | £260         |
| <b>Repeats</b>   | £35       | £30             | £20              | £35        | £40           | £30         | £130         |

## BOOKS

UK or one first language rights

| <b>Size</b> | <b>1/8 Page</b> | <b>1/4 Page</b> | <b>1/2 Page</b> | <b>3/4 Page</b> | <b>Full Page</b> | <b>Cover</b> | <b>Wrap</b> | <b>Back Cover</b> |
|-------------|-----------------|-----------------|-----------------|-----------------|------------------|--------------|-------------|-------------------|
|             | £40             | £45             | £60             | £70             | £80              | £180         | £245        | £140              |

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