

Back lit 6 sheets:

Set of 20 sites - £4600	- 2 week booking
Set of 20 sites - £8400	- 4 week booking - representing £4200 per 2 week booking
Set of 20 sites - £11400	- 6 week booking - representing £3800 per 2 week booking
Set of 20 sites - £13600	- 8 week booking - representing £3400 per 2 week booking
Set of 20 sites - £18000	- 12 week booking - representing £3000 per 2 week booking

Set of 20 sites - SPECIAL 3 DAY MINIMUM RATE - £1500 – SUBJECT TO AVAILABILITY

Single back lit 6 sheet panels – £5200 per annum – min 52 week booking

48 Sheet Special Back lit panel on Bridgewater Circle

- Both sides UR1 & UR2
- facing traffic to and from M60 – J10
- £3000 – per 2 week booking

Mega Lights

2 weeks on all 6 faces -	£4000 per 2 week booking
4 weeks on all 6 faces -	£7200 representing £3600 per 2 week booking
8 weeks on all 6 faces -	£11200 representing £2800 per 2 week booking
12 weeks on all 6 faces -	£14400 representing £2400 per 2 week booking

5 x 48 sheet pack - £1300 (for all 5 sites) per 2 week booking

Individual 48 Sheet poster Sites – £400 per 2 week booking

Individual 96 Sheet Poster Sites – £900 per 2 week booking

Prices correct as of July 2011

Rate Card



The Big Screen

A 30 second commercial would be shown twice per hour of opening, a 20 second commercial, three times per hour and a 10 second commercial six times per hour.

4 week booking - £3,200 representing £1600 per 2 week booking
8 week booking - £5,200 representing £1300 per 2 week booking
12 week booking - £6,000 representing £1000 per 2 week booking
16 week booking - £7,200 representing £900 per 2 week booking
26 week booking - £10,400 representing £800 per 2 week booking
52 week booking - £18,200 representing £700 per 2 week booking

High-way exit lightboxes

- £145 per week – 52 week booking
- £165 per week – 26 week booking

Escalator lightboxes

- £185 each – 12 week booking
- £200 each – 8 week booking
- £220 each – 4 week booking

Roundabout / grass verge

4 signs on main highway roundabouts
– minimum 52 weeks from £9000 per annum

Back lit 48 sheet near bus station – facing traffic coming into and leaving the centre
- £3000 for both faces per 2 week period

Back lit 48 at entrance from Peel Circle – £1,500 per 2 week booking

Back lit 48 at entrance from Parkway – £1,800 per 2 week booking

Back lit 48 sheet on Bridgewater Circle - £3,000 for both sides – per 2 week booking

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The Trafford Magazine – 5 adverts available

September 2011 edition

Full page full colour advert	£650 per issue
Back page full colour advert	£800 per issue
Inside front full colour advert	£800 per issue
Inside back full colour advert	£800 per issue

Christmas Gift Guide – 9 adverts available

Full page full colour advert	£400 per issue
Back page full colour advert	£600 per issue
Inside front full colour advert	£600 per issue
Inside back full colour advert	£500 per issue

EACH EDITION WILL BE INVOICED ON PUBLICATION

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PRODUCTION COSTS

Mega Lights – production & fitting all 6 panels	£1500
fitting only all 6 panels	£700
48 sheet one piece vinyl – standard /non clip	£495
48 sheet one piece vinyl – back lit clip	£695
2 x 48 sheet one piece vinyl – back lit clip	£1200
96 sheet one piece vinyl – standard/non clip	£695
6 sheet individual poster	£125
Set of 20 back-lit 6 sheets (paper)	£800
3 x High-way exit lightboxes	£1200
Individual High-way exit lightboxes	£595
4 x Escalator lightboxes	£1500
Individual Escalator lightboxes	£595
Roundabouts / grass verges – set of 4	£595
Back lit 48 sheet near bus station	£1200 for both faces

All prices subject to VAT @ 20%

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