

Use the marketing power of our local Internet directories to put your products and services in front of thousands of potential customers.

JOBS

www.jobs-merseyside.co.uk www.jobswestyorkshire.co.uk

www.jobs-cheshire.co.uk www.jobswales.co.uk

Local jobs for local people – Offering a huge selection of local jobs covering Merseyside, Cheshire, West Yorkshire and Wales. Combined with our print publications our local jobs directories offer the perfect recruitment solution.

publicjobswales.co.uk www.publicjobs-northwest.co.uk

Local public jobs – Our public jobs sites complement the existing strength of our newspapers, delivering public sector vacancies in Wales and the North West.

MOTORS

motors-merseyside.co.uk motors-northwales.co.uk
motors-cheshire.co.uk motorswestyorkshire.co.uk

Motors – Our local car directories contain details of new or used cars throughout the region. Promoted throughout our newspapers our motors websites provide unrivalled brand promotion and massive exposure for advertisers.

HOMES

homes-merseyside.co.uk homes-northwales.co.uk
homes-cheshire.co.uk homeswestyorkshire.co.uk

Taking the hassle out of finding your next home – Our local homes directories contain details of hundreds of homes for sale, connecting your clients with thousands of home buyers in the region.

IC Sites

www.ic-liverpool.co.uk www.ic-northwales.co.uk
www.ic-cheshireonline.co.uk www.ic-wirral.co.uk
www.ic-huddersfield.co.uk www.ic-seftonandwestlancs.co.uk

Delivering local news as it happens – Nominated for several awards our IC sites deliver up to date news and information for the area. Regular video news reports provide an interactive advertising platform reaching thousands of people daily.

Advertising Details

To advertise on any of our local sites and have your advert viewed by thousands of people each day, please telephone your nearest office or speak to your account manager.

Contacts

TRINITY MIRROR MERSEYSIDE

PO Box 48, Old Hall Street,
Liverpool L69 3EB
Switch Board 0151 227 2000
Display Fax 0151 472 0013
Classified Fax 0151 473 0105

TRINITY MIRROR CHESHIRE

Chronicle House,
Commonhall Street,
Chester CH1 2AA
Tel 01244 340 166
Fax 01244 606 394

TRINITY MIRROR NORTH WALES

Vale Road, Llandudno Junction, LL31 9SL
Display Tel 01492 574 413
Classified Tel 01492 582 582
Fax 01492 574 422
North West Wales
14 Eastgate Street, Caernarfon
Tel 01286 671 111
Fax 01286 673 332

TRINITY MIRROR HUDDERSFIELD

PO Box A 26, Queen Street South,
Huddersfield HD1 2TD
Display Tel 01484 430 000
Display Fax 01484 437 730
Classified Tel 01484 431 111
Classified Fax 01484 437 710

AMRA (London)

62 – 65 Chandos Place,
London WC2N 4LP
Tel 0207 845 0100
Fax 0207 845 0101
email: london@amra.co.uk

AMRA (Manchester)

Unit 12, The Office Village,
Exchange Quays,
Manchester M5 3EH
Tel 0161 869 7800
Fax 0161 848 8453
email: manchester@amra.co.uk

Trinity Mirror NW²

incorporating

Trinity Mirror Merseyside Trinity Mirror Cheshire Trinity Mirror North Wales Trinity Mirror Huddersfield
a Trinity Mirror business

Conditions of Acceptance of Advertisements

Orders for insertion of advertisements are accepted subject to the following conditions.

- The placing of an order constitutes an assurance by the advertiser/advertising agency that the advertisement (a) complies with the British Code of Advertising, Sales Promotion and Direct Marketing and any other relevant codes of practice and (b) complies with all relevant rules of law and with the requirements of applicable current legislation and does not infringe the legal rights of third parties.
- The advertiser/advertising agency agrees to indemnify the Publisher in respect of all costs, damages, or other charges falling upon it as a result of legal action or threatened legal action arising from the publication of the advertisement(s).
- While every endeavour will be made to meet the wishes of advertisers, the Publisher does not guarantee the insertion of any advertisement.
- It is a condition of acceptance that advertisers accept and conform to the various publication deadlines, technical specifications and limitations. Details are available via the Publisher's rate cards and in its technical specification leaflet, copies of which are available on request.
- In the event of any error, misprint or omission in the printing of an advertisement or part of an advertisement the Publisher will either re-insert the advertisement or relevant part of the advertisement as the case may be or make a reasonable refund of or adjustment to the cost. No re-insertion, refund or adjustment will be made where the error, misprint or omission does not materially detract from the advertisement.
 - It is the responsibility of the advertiser/advertising agency to notify the Publisher within 21 days of insertion, of any query that may affect the payment of an invoice in the agreed timescale.
 - In no circumstances shall the total liability of the Publisher for any error, misprint or omission exceed (a) the amount of a full refund of any price paid to the Publisher for the advertisement in connection with which liability arose or (b) the cost of a further or corrective advertisement of a type and standard reasonably comparable to that in connection with which liability arose.
 - It is the responsibility of the advertiser/advertising agency to check the first insertion of any series of advertisements and notify the Publisher immediately of any errors. The Publisher assumes no responsibility for the repetition of errors unless notified by the advertiser.
 - The Publisher shall not be liable for any loss or damage occasioned by any total or partial failure (however caused) of publication or distribution of any newspaper or edition in which any advertisement is scheduled to appear.
- The Publisher reserves the right to:
 - Cancel the order at any time by giving reasonable notice before the next insertion, but in that event the advertiser/advertising agency shall not be liable for payment of the difference (if any) between the rates for the series specified in the order and the usual price for the series of insertions which has appeared when the order is stopped.
 - Make any alteration it considers necessary or desirable in an advertisement and to require artwork or copy to be amended to meet its approval.
- An advertising agency may cancel any unexpired part of an order without penalty in the event of the death or failure of its client.
- The copyright for all purposes in all artwork, copy and other material which the Publisher or his employees have originated, contributed to or reworked shall vest in the Publisher.
 - The Publisher is authorised by the placing of an order to record, reproduce, publish, distribute and broadcast photocopy (or to permit the same) all advertisements (including but not limited to text, artwork and photographs) and to include and make them available in any information service, electronic or otherwise.
- The placing of an order by an advertiser, or an advertising agency on behalf of a client, constitutes an assurance that all necessary authority and permission has been secured in respect of the use in the advertisement(s) of pictorial representations of (or purporting to be of) living persons, and of references to the words attributed to living persons.
- The advertiser's artwork, film, disk and all other property is held by the Publisher at the advertiser's risk and should be insured by him against loss or damage from whatever cause. The Publisher reserves the right to destroy without notice all artwork, film, disk and other property which has been in his custody for six months from the date of its last appearance in an advertisement unless the advertiser has given instructions to the contrary.
- The Publisher reserves the right to require four clear days' notice of cancellation of any order or unexpired part of an order, or in the case of an advertisement which by reason of its position is chargeable at a premium rate, not less than twenty-eight clear days' notice before the insertion or the next insertion on payment of the difference (if any) between the rates for the series specified in the order and the usual price for the series of insertions which has appeared when the order is stopped.
- All gross advertising rates (except classified lineage and semi-display) are subject to 0.1% Advertising Standards Board of Finance (ASBOF) levy, payable by advertisers to help finance the self-regulatory system administered by the Advertising Standards Authority.
- When credit is allowed, payment for an advertisement is subject to the cash flow rules currently in force and as agreed between the Newspaper Society, the Newspaper Publishers Association Ltd, the Institute of Practitioners in Advertising and the Incorporated Society of British Advertisers.

In instances where credit is allowed:

 - For monthly invoices payment is due the last day of the month after the month in which the advertisement appeared.
 - Short-term credit invoices are due for immediate payment.
 - The existence of a query on any individual item in an account shall not affect the due date of payment of the balance of the account.
 - The Publisher may carry out a credit search at a credit search referencing agency which will record the fact that a search has been made. The Publisher will only use the information from these searches to make credit-granting decisions and, if necessary, for fraud prevention or tracing debtors.
 - Interest on overdue invoices will be charged at 2% per month or portion thereof on all sums overdue.

* For terms specific to Trinity Mirror Huddersfield please see www.ichuddersfield.co.uk/terms or telephone 01484 430000.
- Every endeavour will be made to forward replies to box numbers to the advertiser as soon as possible after receipt by the Publisher, but the Publisher accepts no liability in respect of any loss or damage alleged to have arisen through delay in forwarding or omitting to forward such replies (howsoever caused).

The advertiser authorises the Publisher to return to its originator any communication which, in the opinion of the Publisher, should not be delivered to the advertiser.

 - The Publisher reserves the right to disclose the name and address of advertisers and/or agencies to the police, trading standards officials, or any other relevant authority and, where the Publisher in its sole discretion deems it reasonable, to other third parties.
- Advertisement orders are issued by an advertising agency as a principal and must be on the agency's official form. When copy instructions not constituting an official order are issued, they shall be clearly marked "Copy instructions – not an order".
- For production reasons, all advertisements booked by reference to specific dimensions will be subject to a variation in size of no more than 2.5%.
- The placing of an order for the insertion of an advertisement shall amount to an acceptance of the above conditions and any conditions stipulated on an agency's order form or elsewhere by an agency or an advertiser shall be void insofar as they are in conflict with them.

Display & Classified Advertising Rates

Effective 04 September 2006

Trinity Mirror NW²

incorporating

Trinity Mirror Merseyside

Trinity Mirror Cheshire

Trinity Mirror North Wales

Trinity Mirror Huddersfield

a Trinity Mirror business

Display Rates

	Display Per cm	Full Page 36cmx8cols	Half Page 18cmx8cols
Liverpool Echo	£26.97	£7,768	£3,884
Liverpool Daily Post	£9.83	£2,830	£1,415
Daily Post All Editions	£14.03	£4,040	£2,020
Wirral News Group (all titles)	£13.70	£3,944	£1,972
Liverpool Weekly News Group (all titles)	£20.90	£6,020	£3,010
Mediamix (all titles)	£18.35	£5,284	£2,642

Daily Post Wales (For all editions – see above)	£10.30	£2,966	£1,483
North Wales Weekly News Series – General Edition, Colwyn Edition, Conwy Valley Edition	£6.55	£1,886	£943
Caernarfon & Denbigh Herald Series – South Edition, Arfon Edition	£3.85	£1,108	£554
Holyhead & Anglesey Mail Holyhead & Anglesey Mail, Bangor & Anglesey Mail	£4.15	£1,196	£598
Caernarfon & Denbigh Herald Series / Holyhead & Anglesey Mail Package	£7.85	£2,260	£1,130
Abergele & St Asaph Visitor Series Abergele & St Asaph Visitor, Rhyl & Prestatyn Visitor	£4.05	£1,166	£583
Vale Advertiser	£2.95	£850	£425
Abergele & St Asaph Visitor Series / Vale Advertiser Package	£6.45	£1,858	£929
North Wales Weekly News Series / Abergele & St Asaph Visitor Series / Vale Advertiser Package	£12.00	£3,456	£1,728
North Wales Weekly News Series / Caernarfon & Denbigh Herald Series / Holyhead & Anglesey Mail Package	£13.40	£3,860	£1,930
North Wales Independent Press Full Series	£19.70	£5,674	£2,837

	Display Per cm	Full Page 35cmx8cols	Half Page 17cmx8cols
Chester Chronicle Series – Main Edition / Country Edition / Frodsham & Helsby Chronicle / Flintshire Chronicle	£6.89	£2,900	£1,408
Midweek Chronicle	£4.76	£1,332	£646
Chester Chronicle Series / Midweek Chronicle Package	£12.17	£3,408	£1,654
Wrexham Mail	£6.13	£1,716	£834
Flintshire Package – Wrexham Mail & Chester Chronicle Series	£4.06	£3,612	£1,754
Crewe Chronicle Series – Crewe Chronicle / Nantwich Chronicle / The Chronicle (Sandbach Edition)	£8.23	£2,316	£1,124
Crewe Mail	£4.94	£1,382	£672
Crewe Chronicle Series / Crewe Mail Package	£9.71	£2,718	£1,320
Runcorn Weekly News	£2.70	-	-
Widnes Weekly News	£2.70	-	-
Runcorn & Widnes Herald and Post	£5.20	-	-
Runcorn & Widnes Package – Runcorn Weekly News / Widnes Weekly News / R & W Herald and Post	£5.40	£2,010	£976
Northwich Chronicle Series – Northwich Chronicle / Middlewich Chronicle / Winsford Chronicle	£3.70	£1,036	£502
Northwich Mail	£2.40	£672	£326
Northwich Chronicle Series / Northwich Mail Package	£5.09	£1,424	£692
Ellesmere Port Pioneer	£4.70	£1,316	£640
South Wirral News	£5.34	£1,494	£726
Wirral Package – Ellesmere Port Pioneer / South Wirral News	£7.18	£2,010	£976
Whitchurch Herald	£3.84	£1,074	£522
All Paid Series	£35.37	£9,904	£4,810
All Paid & Free Series	£46.45	£13,006	£6,316

	Mon/Tues/Sat	Wed/Thur/Fri
The Huddersfield Daily Examiner	£6.18	£6.40
The Huddersfield Weekly News	£5.62 (Tues)	
Express and Chronicle Series – Colne Valley Chronicle / Holme Valley Express / Huddersfield District Chronicle		£3.00 (Fri)
Combined Rate: The Huddersfield Daily Examiner / The Huddersfield Weekly News / Express and Chronicle Series	£10.48	£10.69

Classified Rates

	Classified /Display Per cm	Classified /Lineage Per Line
Liverpool Echo	£26.97	£3.57
Liverpool Daily Post	£9.83	£1.75
Daily Post All Editions	£14.03	£2.32
Wirral News Group (all titles)	£13.70	£2.95
Liverpool Weekly News Group (all titles)	£20.90	£4.70
Mediamix (all titles)	£20.35	£5.08

Daily Post Wales (For all editions – see above)	£10.30	£1.85
North Wales Weekly News Series – General Edition, Colwyn Edition, Conwy Valley Edition	£6.55	£3.20
Caernarfon & Denbigh Herald Series – South Edition, Arfon Edition	£3.85	-
Holyhead & Anglesey Mail Holyhead & Anglesey Mail, Bangor & Anglesey Mail	£4.15	-
Caernarfon & Denbigh Herald Series / Holyhead & Anglesey Mail Package	£7.85	£3.65
Abergele & St Asaph Visitor Series Abergele & St Asaph Visitor, Rhyl & Prestatyn Visitor	£4.05	£2.25
Vale Advertiser	£2.95	£2.05
Abergele & St Asaph Visitor Series / Vale Advertiser Package	£6.45	£2.90
North Wales Weekly News Series / Abergele & St Asaph Visitor Series / Vale Advertiser Package	£12.00	£5.25
North Wales Weekly News Series / Caernarfon & Denbigh Herald Series / Holyhead & Anglesey Mail Package	£13.40	-
North Wales Independent Press Full Series	£19.70	£7.20

	Classified /Display Per cm	Classified /Lineage Per Line	Ents Rate Per cm
Chester Chronicle Series – Main Edition / Country Edition / Frodsham & Helsby Chronicle / Flintshire Chronicle	£11.00	£2.08	£7.82
Midweek Chronicle	£4.84	£1.08	£4.30
Chester Chronicle Series / Midweek Chronicle Package	£12.24	£2.27	£8.53
Wrexham Mail	£6.18	£1.38	£6.13
Flintshire Package – Wrexham Mail & Chester Chronicle Series	£12.97	£2.25	£8.53
Crewe Chronicle Series – Crewe Chronicle / Nantwich Chronicle / The Chronicle (Sandbach Edition)	£8.80	£1.86	£6.25
Crewe Mail	£5.00	£1.04	£4.40
Crewe Chronicle Series / Crewe Mail Package	£9.76	£1.98	£6.86
Runcorn Weekly News	-	-	-
Widnes Weekly News	-	-	-
Runcorn & Widnes Herald and Post	-	-	-
Runcorn & Widnes Package – Runcorn Weekly News / Widnes Weekly News / R & W Herald and Post	£7.23	£1.55	£7.18
Northwich Chronicle Series – Northwich Chronicle / Middlewich Chronicle / Winsford Chronicle	£3.77	£1.46	£3.57
Northwich Mail	£2.46	£0.64	£2.41
Northwich Chronicle Series / Northwich Mail Package	£5.14	£1.60	£4.82
Ellesmere Port Pioneer	-	-	-
South Wirral News	-	-	-
Wirral Package – Ellesmere Port Pioneer / South Wirral News	£7.23	£2.36	£6.91
Whitchurch Herald	£3.90	£1.06	£3.00
All Paid Series	£35.42	£7.30	£25.53
All Paid & Free Series	£46.50	£12.81	£40.00

	Trade Rates Min 3 Lines Lineage	Full Display
The Huddersfield Daily Examiner	£1.58	£8.24
The Huddersfield Weekly News	£1.17	£5.80
Express and Chronicle Series – Colne Valley Chronicle / Holme Valley Express / Huddersfield District Chronicle	£0.81	
Combined Rate: The Huddersfield Daily Examiner / The Huddersfield Weekly News / Express and Chronicle Series	£2.03	£10.58

Mechanical Data

Trinity Mirror Merseyside	
Column length:	360 mm
Full Page width:	272 mm wide
Column width:	(8 columns)
1 column	31 mm
2 columns	66 mm
3 columns	100 mm
4 columns	135 mm
5 columns	169 mm
6 columns	203 mm
7 columns	237 mm
8 columns	272 mm
Weekend Echo	
Column length:	340 mm
We can resize artwork free of charge or new copy can be supplied.	

Trinity Mirror North Wales	
Column length:	360 mm
Full Page width:	272 mm wide
Column width:	(8 columns)
1 column	31 mm
2 columns	66 mm
3 columns	100 mm
4 columns	135 mm
5 columns	169 mm
6 columns	203 mm
7 columns	237 mm
8 columns	272 mm

Mono:
Screen 85 per inch/ 34 per cm
Good quality bromide required.

Full Colour
Screen 100 per inch/ 40 per cm.
All colours used should be CMYK – we do not accept pantone colours.

Spot Colours:
All spot colours are produced from four-colour process inks, so any spot colours must be supplied in CMYK format.
Spot Red: 100% Magenta and 100% Yellow.
Spot Blue: 100% Cyan

File Resolution:
Greyscale and colour scans 200 dpi.
Bitmap scans 600 dpi.
FILE SIZE MUST NOT EXCEED 40MB.

Trinity Mirror Cheshire	
Tabloid Format:	(8 columns)
Column length:	350 mm
Full Page width:	272 mm
Broadsheet Format:	(10 columns)
Column length:	540 mm
Full Page width:	340 mm
1 column	31 mm
2 columns	66 mm
3 columns	100 mm
4 columns	135 mm
5 columns	169 mm
6 columns	203 mm
7 columns	237 mm
8 columns	272 mm
9 columns	306 mm
10 columns	340 mm

Trinity Mirror Huddersfield	
Column length:	340 mm
Full Page width:	261 mm wide
Column width:	(8 columns)
1 column	30 mm
2 columns	63 mm
3 columns	96 mm
4 columns	129 mm
5 columns	162 mm
6 columns	195 mm
7 columns	228 mm
8 columns	261 mm

Artwork File Types:
File must be MAC compatible and supplied in one of the following formats:
Our preferred format is PDF – Press Optimised Settings, EPS – Photoshop, Freehand, Illustrator or Quark. All fonts must be outlined. ADS – EPS images only, not TIFF.

WE DO NOT ACCEPT COMPLETE ARTWORK OR IMAGES IN MICROSOFT WORD, PUBLISHER, POWERPOINT, OR FILM SEPARATIONS.

Preferred method of transmission for receiving external adverts:
ADFAST: www.adfast.co.uk

Copy Deadlines

Trinity Mirror Merseyside	
ROP and Classified Display (mono) copy	5.00pm two working days prior to insertion
Classified Lineage and Semi Display	2.00pm day prior to insertion at Liverpool except Saturday edition, recruitment deadline Thursday 5.00pm
Trinity Mirror North Wales	Please contact us for deadline information Tel: 01492 584 321
Trinity Mirror Cheshire	Please contact us for deadline information Tel: 01244 340 166
Trinity Mirror Huddersfield	
Huddersfield Daily Examiner	Mono 10.00 am One day prior to insertion
Huddersfield Daily Examiner	Full Colour 10.00am Two days prior to insertion
Huddersfield Daily Examiner	BMD 3.30pm One day prior to insertion
Huddersfield Weekly News	Friday 10.00am
Express and Chronicle Series	Full Colour Display – Tuesday 10.00am Mono Display – Wednesday 10.00am Classified – Wednesday 5.00pm Family Notices – Thursday 9.15am
Email Deadlines	24hrs prior to print deadline

