

Digital Packages

Digital Advertising details available on request.

www.**JobsWales**.co.uk

www.**JobsCheshire**.co.uk

www.**JobsMerseyside**.co.uk

www.**JobsWestYorkshire**.co.uk

www.**PublicJobsNorthwest**.co.uk

Public JobsWales.co.uk



Fish4Jobs is one of the UK's most popular recruitment websites with 1.5 million users* every month and the site is promoted in over 600 local newspapers every week. With our local site now included, your advertisement will appear in the unbeatable package of the leading local newspapers and the premier job sites both national and local.

*ABC/Noras 2006.

The uploading of recruitment advertising to Fish4Jobs plus our local recruitment websites will be charged at a packaged rate. Prices available upon application.



A valuable resource with over 125,000 active CVs currently available on the CV View Database* - unique access to local job seekers - precise matching of criteria - delivers CV's of suitable candidates straight to your door.

Source: *Matchwork UK December 2006.



Offering you excellent reach through positioning on high traffic web pages on our ic and recruitment sites.



Websites

Advertising details for our ic sites are available on request.

www.icliverpool.co.uk

www.iccheshireonline.co.uk

www.icnorthwales.co.uk

www.ichuddersfield.co.uk

www.icseftonandwestlanes.co.uk

www.icwirral.co.uk

Contacts

TRINITY MIRROR RECRUITMENT

REGIONAL RECRUITMENT DIRECT TEAM

PO Box 48, Old Hall Street,
Liverpool L69 3EB

Tel 0151 330 5060

Fax 0151 472 2282

Agency Team 0151 472 2271

Agency Fax 0151 472 0013

Email recruitment@liverpool.com

TRINITY MIRROR CHESHIRE

Tel 0870 701 0073

Fax 0870 701 0075

Email recruitment@cheshirenews.co.uk

TRINITY MIRROR NORTH WALES

Tel 0870 850 4327

Fax 0870 580 4326

Email recruitment@northwalesnews.co.uk

TRINITY MIRROR HUDDERSFIELD

Tel 0870 043 4769

Fax 0870 701 0075

Email recruitment@huddersfieldnews.co.uk

TRINITY MIRROR PUBLIC NOTICES

TRINITY MIRROR LIVERPOOL ECHO & POST

Tel 0151 227 2000

Fax 0151 472 2275

TRINITY MIRROR SOUTHPORT

Tel 01704 398 329

Fax 01704 532 041

TRINITY MIRROR WIRRAL

Tel 0151 288 7604

Fax 0151 647 6933

TRINITY MIRROR CHESHIRE

Tel 01244 606 346

Fax 01244 606 395

TRINITY MIRROR NORTH WALES

Tel 01286 671 111

Fax 01286 685 448

TRINITY MIRROR HUDDERSFIELD

Tel 01484 430 000

Fax 01484 437 720

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 3FH

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.

- (1) 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.
- (2) 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).
- (3) While every endeavour will be made to meet the wishes of advertisers, the Publisher does not guarantee the insertion of any advertisement.
- (4) 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.
- (5) (i) 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.
(ii) 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.
(iii) 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.
(iv) 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.
(v) 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.
- (6) The Publisher reserves the right to:
(i) 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.
(ii) Make any alteration it considers necessary or desirable in an advertisement and to require artwork or copy to be amended to meet its approval.
- (7) An advertising agency may cancel any unexpired part of an order without penalty in the event of the death or failure of its client.
- (8) (i) 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.
(ii) 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.
- (9) 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.
- (10) 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.
- (11) 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.
- (12) 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.
- (13) 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:
(i) For monthly invoices payment is due the last day of the month after the month in which the advertisement appeared.
(ii) Short-term credit invoices are due for immediate payment.
(iii) 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.
(iv) 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.
(v) 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.
- (14) (i) 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.
(ii) 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.
- (15) 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".
- (16) 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%.
- (17) 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.

Recruitment and Public Notices Advertising Rates

Effective 02 January 2007

Trinity Mirror NW²

incorporating

Trinity Mirror Merseyside

Trinity Mirror Cheshire

Trinity Mirror North Wales

Trinity Mirror Huddersfield

a Trinity Mirror business

Recruitment Rates

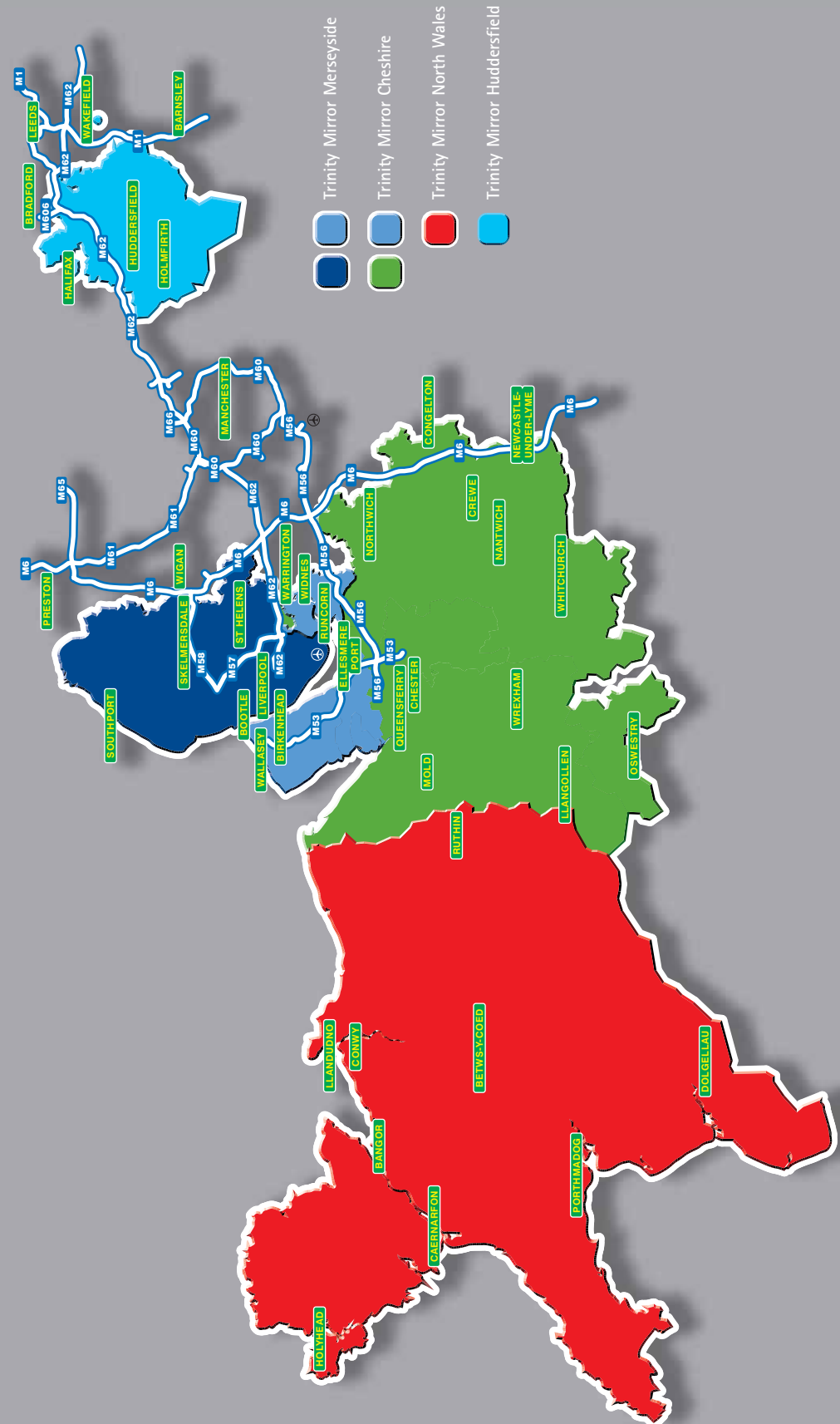
	Display	Semi Display	Linage
Liverpool Echo	£59.02	£8.79	£9.77
Daily Post All Editions	£31.52	£5.23	£3.79
Liverpool Daily Post	£15.76	£1.80	£1.69
Liverpool Weekly News Group (all titles)	£27.87		£8.04
Mediamix (all titles)	£24.10		

(Group packages available on request)

Daily Post Wales (For all editions – see above)	£25.29	£4.20	£2.82
North Wales Weekly News Series – General Edition, Colwyn Edition, Conwy Valley Edition	£12.77		£6.30
Caernarfon & Denbigh Herald Series – South Edition, Arfon Edition	£7.16		£3.54
Holyhead & Anglesey Mail	£7.78		£3.84
Holyhead & Anglesey Mail, Bangor & Anglesey Mail			
Caernarfon & Denbigh Herald Series / Holyhead & Anglesey Mail Package	£12.26		£6.15
Abergele & St Asaph Visitor Series	£7.47		£3.74
Abergele & St Asaph Visitor, Rhyl & Prestatyn Visitor			
Vale Advertiser	£5.10		£2.56
Abergele & St Asaph Visitor Series / Vale Advertiser Package	£9.06		£4.51
North Wales Weekly News Series / Abergele & St Asaph Visitor Series / Vale Advertiser Package	£16.43		£8.20
North Wales Weekly News Series / Caernarfon & Denbigh Herald Series / Holyhead & Anglesey Mail Package	£19.26		£9.64
Trinity Mirror North Wales Full Series	£25.18		£12.40

Wirral News Group (all titles)	£16.67		£3.83
Chester Chronicle Series (Main Edition / Country Edition / Frodsham & Helsby Chronicle / Flintshire Chronicle), Midweek Chronicle, Wrexham Mail	£33.39		£7.00
Chester Chronicle Series, Midweek Chronicle	£30.95		£5.45
Chester Chronicle Series, Wrexham Mail	£30.95		£5.45
Ellesmere Port Pioneer, South Wirral News	£17.71		£4.44
Chester Chronicle Series, Midweek Chronicle, Ellesmere Port Pioneer, South Wirral News	£34.07		£8.33
Crewe Chronicle Series (Crewe Chronicle / Nantwich Chronicle / The Chronicle (Sandbach Edition)), Crewe Mail	£22.62		£4.52
Crewe Chronicle Series, Crewe Mail, Chester Chronicle Series	£37.75		£6.87
Northwich Chronicle Series (Northwich Chronicle / Middlewich Chronicle / Winsford Chronicle), Northwich Mail	£13.30		£2.49
Northwich Chronicle Series, Northwich Mail, Chester Chronicle Series	£28.06		£4.75
Crewe Chronicle Series, Crewe Mail, Northwich Chronicle Series, Northwich Mail	£29.82		£5.41
Runcorn & Widnes Weekly News Series (Runcorn Weekly News, Widnes Weekly News) Runcorn, Widnes, Frodsham & Helsby Herald and Post	£16.89		£3.58
Chester Chronicle Series, Midweek Chronicle, Runcorn & Widnes Weekly News Series, Runcorn, Widnes, Frodsham & Helsby Herald and Post	£16.89		£3.58
Northwich Chronicle Series, Northwich Mail, Runcorn & Widnes Weekly News Series Runcorn, Widnes, Frodsham & Helsby Herald and Post	£23.42		£4.24
Whitchurch Herald	£6.98		£1.75
Crewe Chronicle Series, Crewe Mail, Northwich Chronicle Series, Northwich Mail, Chester Chronicle Series	£41.58		£7.39
Runcorn & Widnes Weekly News Series, Ellesmere Port Pioneer, South Wirral News	£26.44		£5.85
All Paid Fors: Chester Chronicle Series, Crewe Chronicle Series, Northwich Chronicle Series, Whitchurch Herald, Ellesmere Port Pioneer and Runcorn & Widnes Weekly News Series	£54.64		£14.18
Trinity Mirror Cheshire Full Series	£68.18		£16.31

Huddersfield Package: Huddersfield Examiner, Huddersfield Weekly News, Express & Chronicle Series (Colne Valley Chronicle / Holme Valley Express / Huddersfield District Chronicle)	£23.79		£5.64
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Public Notice Rates

	S.C.C.	Linage
Liverpool Echo	£56.00	£7.20
Daily Post All Editions	£35.50	£4.69
Liverpool Daily Post	£28.05	£3.72
Mediamix (all titles)	Available on request	
Liverpool Weekly News Group (all titles)	£19.17	£4.78
Liverpool Echo & Daily Post All Editions	£83.14	£10.78

Daily Post Wales (For all editions – see above)	£21.56	£2.90
North Wales Weekly News Series – General Edition, Colwyn Edition, Conwy Valley Edition	£9.66	-
Caernarfon & Denbigh Herald Series – South Edition, Arfon Edition	£5.46	-
Holyhead & Anglesey Mail	£5.95	-
Holyhead & Anglesey Mail, Bangor & Anglesey Mail		
Caernarfon & Denbigh Herald Series / Holyhead & Anglesey Mail Package	£9.93	-
Abergele & St Asaph Visitor Series	£5.90	-
Abergele & St Asaph Visitor, Rhyl & Prestatyn Visitor		
Vale Advertiser	£4.26	-
Abergele & St Asaph Visitor Series / Vale Advertiser Package	£7.86	-
North Wales Weekly News Series / Abergele & St Asaph Visitor Series / Vale Advertiser Package	£13.00	-
North Wales Weekly News Series / Caernarfon & Denbigh Herald Series / Holyhead & Anglesey Mail Package	£15.73	-
Trinity Mirror North Wales Full Series	£20.58	-

Wirral News Group (all titles)	£12.45	£3.30
Chester Chronicle Series	£16.85	-
Midweek Chronicle	£8.88	-
Chester Chronicle Series & Midweek Chronicle Package	£17.93	-
Wrexham Mail	£7.97	-
Flintshire Package: Chester Chronicle Series & Wrexham Mail	£17.40	-
Crewe Chronicle Series	£12.62	-
Crewe Mail	£3.52	-
Crewe Chronicle Series & Crewe Mail Package	£13.42	-
Runcorn & Widnes Weekly News Series & Helsby Herald and Post Package	£14.89	-
Northwich Chronicle Series	£7.68	-
Northwich Mail	£2.39	-
Northwich Chronicle Series & Northwich Mail Package	£8.18	-
Ellesmere Port Pioneer & South Wirral News Package	£15.02	-
Whitchurch Herald	£5.83	-
Super Paid Series	£70.13	-

Huddersfield Daily Examiner	£11.18	-
Huddersfield Weekly News	£7.36	-
Huddersfield Examiner and Huddersfield Weekly News Package	£14.13	-
Express & Chronicle Series (Colne Valley Chronicle / Holme Valley Express / Huddersfield District Chronicle)	£3.95	-

Mechanical Data

Trinity Mirror Merseyside	
Column length:	360 mm
Full Page width:	272 mm wide (8 columns)
Column width:	(8 columns)
1 column	31.025 mm
2 column	65.45 mm
3 column	99.875 mm
4 column	134.3 mm
5 column	168.725 mm
6 column	203.15 mm
7 column	237.575 mm
8 column	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 (8 columns)
Column width:	(8 columns)
1 column	31.025 mm
2 column	65.45 mm
3 column	99.875 mm
4 column	134.3 mm
5 column	168.725 mm
6 column	203.15 mm
7 column	237.575 mm
8 column	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 colour 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.

JOBS

North West Included with all Trinity Mirror Merseyside Titles and Daily Post Wales

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, deadline Thursday 5.00pm
All Trinity Mirror North Wales Titles	One day prior to insertion
Trinity Mirror Cheshire	Please contact us for deadline information
Trinity Mirror Huddersfield	
Huddersfield Daily Examiner	Mono 10.00 am One day prior to insertion Full Colour 10.00am Two days prior to insertion 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

Trinity Mirror Cheshire	
Column length:	360 mm
Full Page width:	272 mm wide (8 columns)
Column width:	(8 columns)
1 column	31.025 mm
2 column	65.45 mm
3 column	99.875 mm
4 column	134.3 mm
5 column	168.725 mm
6 column	203.15 mm
7 column	237.575 mm
8 column	272 mm

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

For Huddersfield mechanical details please contact:

Advertising Administration on 01484 437 798