

# Free Mayo Echo

## Mayo Echo - Advertising Rate Card:

We offer you a first class in-house advertising design service, culminating in great value advertising

Discounts are available for repeat advertisers. Please contact our advertising department.

Chapel Street  
Castlebar  
Co. Mayo

Tel: 094 90 38892  
info@mayoecho.com

## Standard Rate Card

Size	Dimensions (mm)	(€ per week)
Full Page	H: 336, W: 256	1,380
1/2 Page Landscape	H: 166, W: 256	828
1/2 Page Portrait	H: 250, W: 170	828
1/2 Page Long	H: 336, W: 126	828
1/4 Page Landscape	H: 82, W: 256	472
1/4 Page Portrait	H: 166, W: 126	472
1/8 Page Landscape	H: 82, W: 126	265
1/8 Page Portrait	H: 125, W: 82	265
1/8 page Front Page	H: 135, W: 83	345

**All prices are exclusive of VAT at 21%. Rates effective from 01/05/08.**

**Publication day:** Tuesday

**Distribution:** 24,210 copies weekly

**Copy deadline:** 4.00pm, Friday before publication

(Independent Audit,  
Average weekly distribution, 2007)

## Property Rate Card

Size	Dimensions (mm)	(€ per week)
Full Page	H: 336, W: 256	1,380
1/2 Page Landscape	H: 166, W: 256	828
1/2 Page Portrait	H: 250, W: 170	828
1/2 Page Long	H: 336, W: 126	828
1/4 Page Landscape	H: 82, W: 256	472
1/4 Page Portrait	H: 166, W: 126	472
1/8 Page Landscape	H: 82, W: 126	265
1/8 Page Portrait	H: 125, W: 82	265
1/8 page Front Page	H: 135, W: 83	345

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## Motoring Rate Card

Size	Dimensions (mm)	(€ per week)
Full Page	H: 336, W: 256	1,380
1/2 Page Landscape	H: 166, W: 256	828
1/2 Page Portrait	H: 250, W: 170	828
1/2 Page Long	H: 336, W: 126	828
1/4 Page Landscape	H: 82, W: 256	472
1/4 Page Portrait	H: 166, W: 126	472
1/8 Page Landscape	H: 82, W: 126	265
1/8 Page Portrait	H: 125, W: 82	265
1/8 page Front Page	H: 135, W: 83	345

*All prices are exclusive of VAT at 21%. Rates effective from 01/05/08.*

## Appointments & Notices Rate Card

Size	Dimensions (mm)	(€ per week)
Full Page	H: 336, W: 256	1,380
1/2 Page Landscape	H: 166, W: 256	828
1/2 Page Portrait	H: 250, W: 170	828
1/2 Page Long	H: 336, W: 126	828
1/4 Page Landscape	H: 82, W: 256	472
1/4 Page Portrait	H: 166, W: 126	472
1/8 Page Landscape	H: 82, W: 126	265
1/8 Page Portrait	H: 125, W: 82	265
1/8 page Front Page	H: 135, W: 83	345

*All prices are exclusive of VAT at 21%. Rates effective from 01/05/08.*

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## Entertainment Rate Card

Size	Dimensions (mm)	(€ per week)
Full Page	H: 336, W: 256	1,380
1/2 Page Landscape	H: 166, W: 256	828
1/2 Page Portrait	H: 250, W: 170	828
1/2 Page Long	H: 336, W: 126	828
1/4 Page Landscape	H: 82, W: 256	472
1/4 Page Portrait	H: 166, W: 126	472
1/8 Page Landscape	H: 82, W: 126	265
1/8 Page Portrait	H: 125, W: 82	265
1/8 page Front Page	H: 135, W: 83	345

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## Local Services Prices

Size	Number of Editions	Total Cost (€)	Cost per week
Single Column Service Ad	4 Editions (weeks)	80	20
Single Column Service Ad	12 Editions (weeks)	200	16.66
Single Column Service Ad	26 Editions (weeks)	390	15
Single Column Service Ad	51 Editions(weeks)	612	12
Double Column Service Ad	4 Editions (weeks)	120	30
Double Column Service Ad	12 Editions (weeks)	300	25
Double Column Service Ad	26 Editions (weeks)	590	22.69
Double Column Service Ad	51 Editions(weeks)	990	19.41

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