

# MARKETING DIRECT

NORTH EAST

## Rates....

### Solus Rates

2009 rate for Solus Distribution	
Size	
A6 - A4*20	£67.00
A4*24	£70.00
A4*28	£74.00
A4*32	£78.00
A4*36	£82.00
A4*40	£84.00
A4*44	£86.00
A4*48	£88.00
A4*52	£90.00
A4*56	£92.00
A4*60	£94.00
A4*64	£94.00

\*Prices are per 1,000 leaflets and subject to v.a.t

- Solus distributions can be arranged for Monday's to Friday's
- Minimum quantity of leaflets is 3,000
- Two weeks notice

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# Rates....

## Shared Rates

size	1,000	5,000	7,500	15,000	30,000	50,000	75,000	100,000	200,000	300,000
upto A5	£28.75	£28.05	£27.45	£25.95	£24.55	£23.00	£21.60	£20.25	£18.70	£17.30
A4	£29.80	£29.15	£28.40	£26.90	£25.40	£23.90	£22.50	£21.00	£19.45	£17.95
A4 (4 pages)	£36.30	£35.50	£34.55	£32.70	£30.85	£29.05	£27.35	£25.50	£23.65	£21.85
A4 (6 pages)	£39.50	£38.65	£37.65	£35.60	£33.70	£31.65	£29.70	£27.75	£25.70	£23.75
A4 (8 pages)	£42.75	£41.75	£40.70	£38.50	£36.35	£34.10	£32.20	£30.00	£27.85	£25.70
A4 (12 pages)	£45.90	£44.85	£43.80	£41.45	£39.15	£36.45	£34.55	£32.30	£29.90	£27.65
A4 (16 pages)	£49.20	£48.10	£46.80	£44.35	£41.85	£38.75	£37.00	£34.55	£32.05	£29.60
A4 (20 pages)	£53.00	£51.75	£50.35	£47.80	£45.10	£42.40	£39.85	£37.10	£34.55	£31.85

\*Prices are per 1,000 leaflets and subject to v.a.t

- Discounts available for multiple distributions and volume commitment
- Subject to VAT
- Rates are correct at date of printing
- Rates are based on leaflet paper weight of 80gsm

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Trinity Mirror  
**MARKETING DIRECT**  
 NORTH EAST

**Insertion Rates**

Publication	Print Run	Insert Days
Evening Chronicle	85,000	Monday, Tuesday and Wednesday
The Journal	45,000	Monday to Friday
	65,000	Saturday
Sunday Sun	90,000	Sunday
Evening Gazette	65,000	Thursday and Friday
The Journal Extra	19,000	Thursday
Rates: (per 1,000 excl. VAT)		
25,000 - 30,000	£25.20	
30,000 +	£22.15	

For inserts into above titles there is a minimum order of 25,000 leaflets (19,000 for The Journal Extra)

Publication	Print Run	Rates per 1,000
North East Exclusive	20,665	£87.50
North addresses	12,682	£92.50
South addresses	7,983	£92.50

Paper weight to be no less than 100gsm

Minimum size A6 - Maximum size A4

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**Insert bookings are accepted with the following conditions:**

- A sample must be provided one week prior to date of insertion.
- Supply deadline to our warehouse - Thursday prior to week of insertion.
- We reserve the right to abort the insert in part or whole of the scheduled booking, rescheduling to the next available print slot.
- Due to the mechanical process involved we cannot guarantee that every newspaper will receive a copy of the leaflet although the quality of leaflet improves inserting efficiency.
- Approximately 2% extra quantity of leaflets is required to cover for start up wastage.