

Call Centre

Rate card 2009

EUROPE

Print advertising

	Display		Recruitment	
	colour	mono	colour	mono
Double page spread	£3,570	£3,045	£3,330	£2,900
Full page	£2,310	£1,943	£1,795	£1,260
Half page	£1,470	£1,260	£1,150	£1,000
Quarter page	£998	£840	£765	£660
Strip (equals quarter page)	£998	£840	n/a	n/a

Inside front cover or back cover 15% premium **Outside back cover** 20% premium

Guaranteed position, e.g. first right hand page, within specific editorial, etc. 10% premium

Front cover: comprises front cover, page three strip advertisement and a half-page of editorial, including all design and free pdfs £3,250

Inserts (per '000)

Loose/bound-in inserts, based on single A4 sheet (others on request) £200

Web advertising (per calendar month)

Banner top of home page £800 Run of site top of page £500

Banner bottom of home page £400 Run of site bottom of page £300

See our guide to these and a choice of banners, buttons, bars, leaderboards and skyscrapers

Recruitment

One job on web site only £250 per month

One job also in magazine £100 per month

Mailing list rental and email/newsletter shots

£199 per '000 Notes: mailing lists are for one-time use and do not include email addresses or telephone numbers. Call Centre Europe carries out email/newsletter shots.

Advertisement dimensions (height x width x mm):

	bleed	trim	type area
Double page spread	303mm x 426mm	297mm x 420 mm	
Full page	303mm x 216mm	297mm x 210mm	270mm x 190mm
Half page (horizontal)	133mm x 190mm		
Half page (vertical)	288mm x 90mm		
Quarter page	133mm x 90mm		
Editor			

Call Centre Europe

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