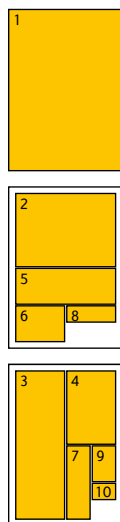


7 editions per year – 2017

Issue	Publishes	Copy Deadline
February Half Term	30 January	13 January
Easter	20 March	3 March
May Half Term	15 May	24 April
Summer	3 July	12 June
Back to School	4 September	14 August
October Half Term	9 October	20 September
Christmas/New Year	27 November	8 November

Advertisement sizes

Advert size	Height x Width
1 Full page (see also type area)	297mm x 210mm*
Full page type area	273mm x 190mm
2 Half page horizontal	135mm x 184mm
3 Half page vertical	273mm x 90mm
4 Quarter page vertical	135mm x 90mm
5 Quarter page horizontal	66mm x 184mm
6 Eighth page horizontal	66mm x 90mm
7 Eighth page vertical	135mm x 43mm
8 Sixteenth page horizontal	30mm x 90mm
9 Sixteenth page vertical	66mm x 43mm
10 Box (horizontal only)	30mm x 43mm



* A FULL PAGE ADVERT requires 3MM BLEED all the way around. VITAL INFORMATION should be placed within TYPE AREA as outlined above.

Advertising rates

Display advertising	Rate	Series of 3 (per issue)	Series of 6 (per issue)
Front cover	£1000		
Back cover	£1350		
Full page	£1250	£1125	£1000
Half page	£750	£675	£600
Quarter page	£425	£380	£340
Eighth page	£225	£200	£180
Sixteenth page	£125	£110	£100

Inserts From £35 per 1000

Web advertising

Speak to us about advertising deals available on our highly successful website – and the ability to link to your own site!

Terms & Conditions

Payment in advance for first time advertisers. Settlement STRICTLY 10 days from publication. Cancellation 21 days prior to publication. Debit & credit card facilities available. ALL PRICES quoted per issue, EXCLUDING VAT.

Copy requirements

Please supply artwork as CMYK print quality PDF files with all fonts embedded. If this is not possible, we can also accept CMYK TIFF, JPEG or EPS files with a minimum image resolution of 300dpi. Primary Times cannot accept responsibility for errors in printing from artwork which has been supplied incorrectly.



Place your advert now! Call the sales team on 0161 439 4694 or email belinda.primarytimeslancashire@ntlworld.com or jonathan.ptl@ntlworld.com