

# Border Telegraph

# Peeblesshire News

*Your First Choice in the Borders*

## BORDER WEEKLIES LTD.

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Website:  
bordertelegraph.com

## COLUMN WIDTHS

No. of Cols. . . . .	Size in mm
1 . . . . .	31
2 . . . . .	64.5
3 . . . . .	98
4 . . . . .	131.5
5 . . . . .	165
6 . . . . .	198.5
7 . . . . .	232
8 . . . . .	265.5

Full Page Depth — 350 mm  
Full Page Width — 265.5 mm

## SPACE BOOKING/ COPY DEADLINE

Border Telegraph —  
5.00pm Thursday.

Peeblesshire News —  
5.00pm Tuesday.

Cancellation Deadline:  
One week prior to publication.

Agency Discount — 10%.

The Border Telegraph and Peeblesshire News are the leading weekly newspapers, reaching people at home in the mid-central Borders.

Busy local towns such as Galashiels and Peebles serve the local community and are the base for our two Borders titles. The newspapers also cover Melrose, Selkirk, Earlston, Penicuik, Biggar, West Linton and Innerleithen. In each of these areas our titles enjoy unrivalled core catchment penetration and reach.

The titles are used by the local councils for legal and statutory notices; by residents to voice concerns over local issues through the letters pages; and extensively by local business people who know them as the leading advertising medium in the county.

An integral part of close-knit Borders life, the Border Telegraph and the Peeblesshire News are edited locally by people who have the Borders interest at heart.

The Border Telegraph and Peeblesshire News offers you a cost-effective vehicle to promote your brand in a trustworthy and reliable media with unrivalled penetration.



## ADVERTISING RATES EFFECTIVE 1st JANUARY 2009

	Border Telegraph or Peeblesshire News		Border Telegraph and Peeblesshire News	
	Mono Rate	Full Colour Rate	Mono Rate	Full Colour Rate
Run of Paper	£3.68	£6.07	£6.49	£10.71
Features	£3.86	£6.37	£6.82	£11.26
Classified	£4.42	£5.87	£7.89	£11.05
Public Notice	£5.35	£10.70	£9.54	£19.09
Recruitment	£7.02	£14.04	£12.07	£24.16
Entertainment	£4.02	£5.64	£7.13	£9.98
Motors	£4.40	£5.85	£7.82	£10.42
Property	£4.85	£6.79	£8.63	£12.08
Services	£4.42	£5.87	£7.89	£13.03
Full Page	£916	£1509	£1524	£2514
Half Page	£518	£855	£917	£1509

Spot colour rates on request. (Prices exclusive of VAT).