

The Advertiser

Read by six out of ten people in the area every week, the Advertiser provides the ideal media option for advertisers looking to maximise their reach within Weymouth, Dorchester, Portland and the surrounding areas.

Main Features: Recruitment, Dial A Service, Entertainment Guide, Motoring, Classified.



2009 Media Sheet

Issue Date	Weekly		
Pagination	24 pages (Average)		
Distribution	35,881 copies*		
Readership	50,411**		
Coverage	The Weymouth & Dorchester Series covers an area stretching from Southwell in the south, to Up Sydling in the North, from West Chaldon in the East to West Bexington in the West.		
Rates	ROP £5.05 scc ROP Lift £2.05 scc Motors £1.60 scc All prices exclude VAT - ROP & front pages are full colour inclusive NB Includes insertion into the Dorset Echo	Front page £270 (9cms x 5cols) Recruitment Link £21.70 scc NB Classified display £4.85 scc (mono)	Front Page £225 (15cms x 2 cols) Recruitment semi display £2.20 scc Lineage £1.60 per line
Mechanical Data	1 col 28mm 4 col 116.5mm 7 col 205mm	2 col 57.5mm 5 col 146mm 8 col 234.5mm	3 col 87mm 6 col 175.5mm 9 col 264mm

Contact **01305 830 930** Fax **01305 830 869/70**

* ABC/VFD January - June 2008
 ** JICREG Oct 2008

DorsetECHO

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