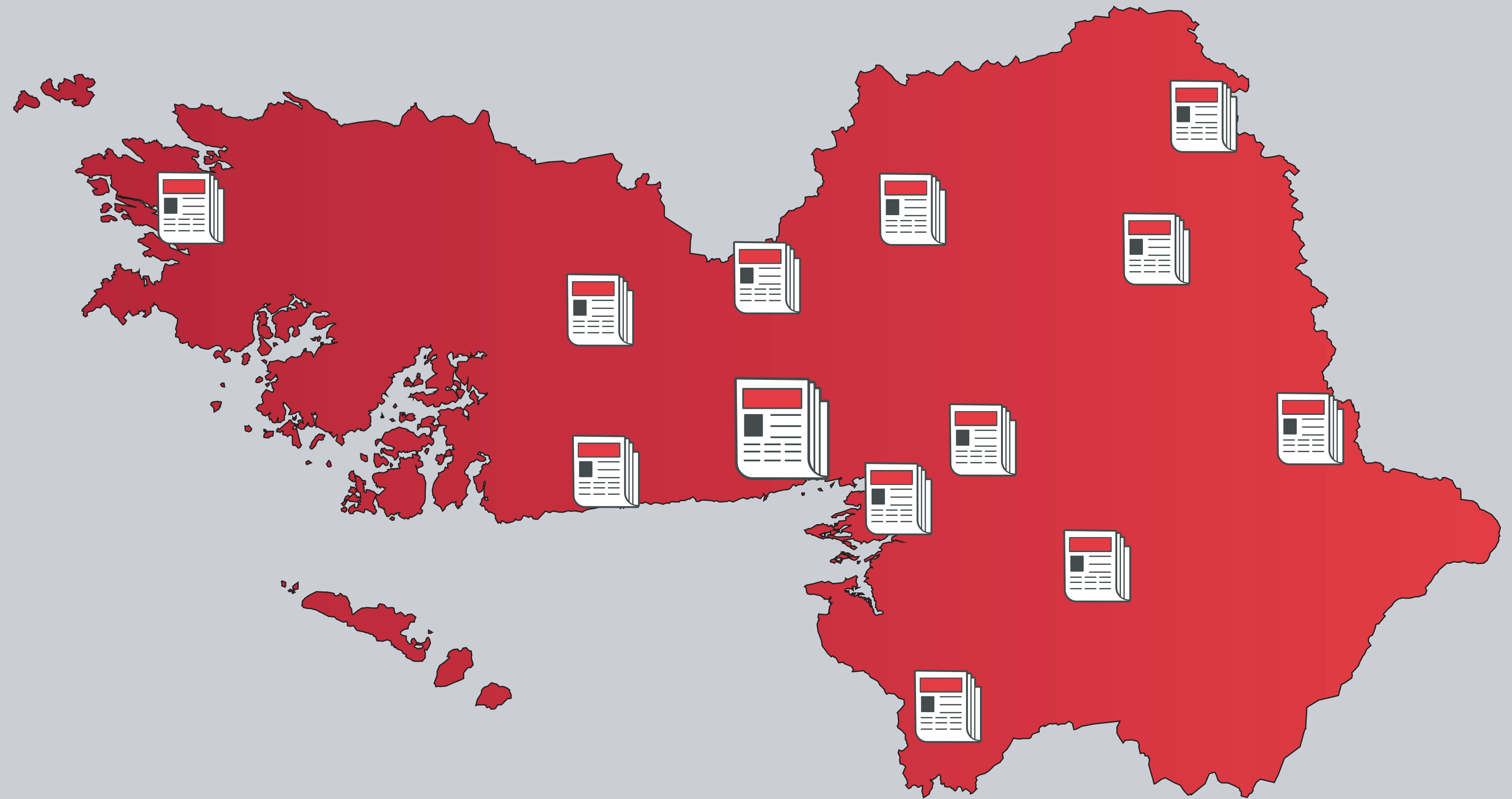


Galway Advertiser

Rate Card



- 40,500 papers distributed weekly in Galway City and County
- 24,500 papers delivered directly to homes in Galway City every week
 - Read weekly by 131,610 in Galway City and County
 - Over 164,660 combined social media followers

The Galway Advertiser is the largest circulating newspaper in Galway City & County

Galway Advertiser & Advertiser Business Rates

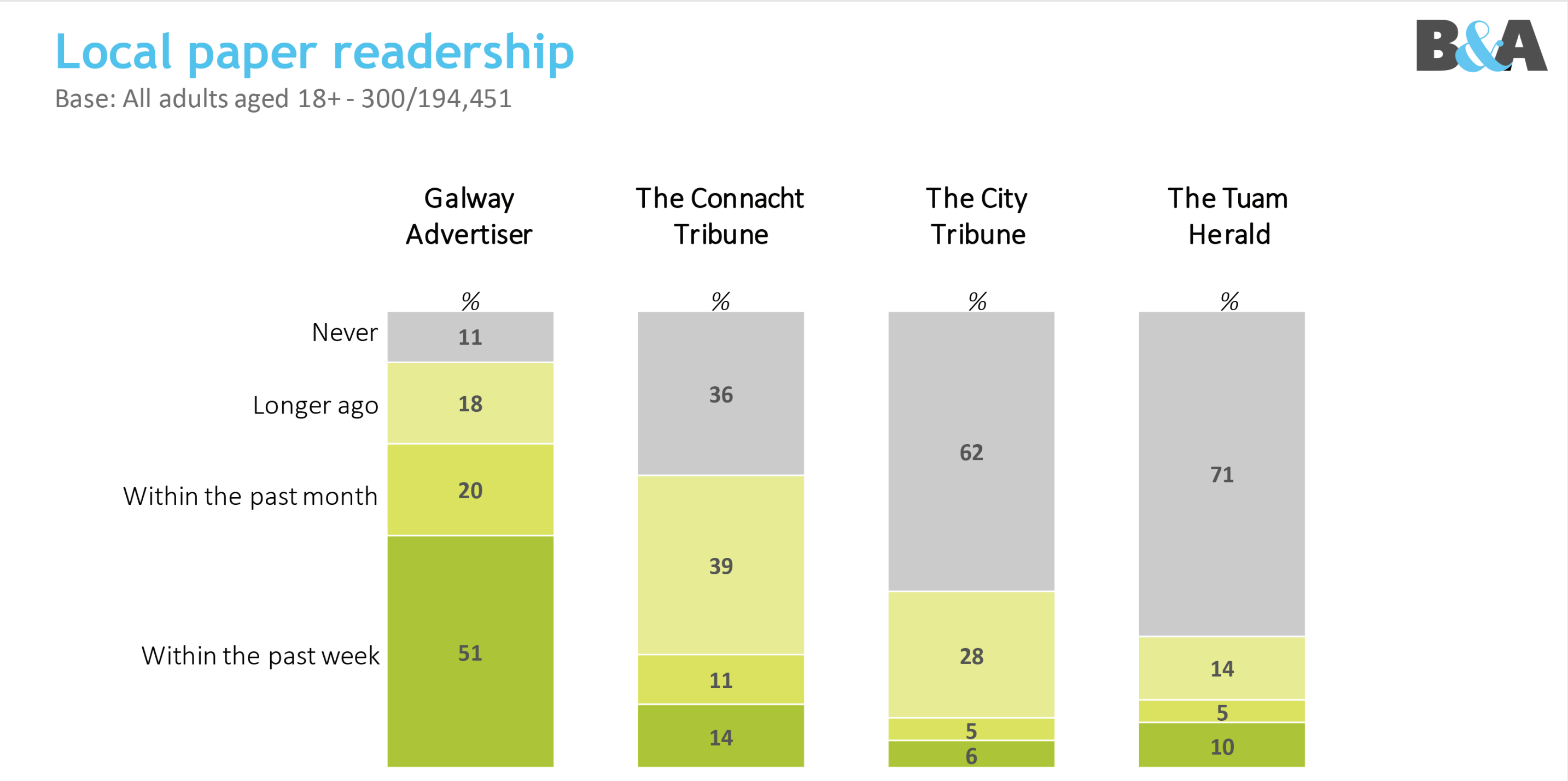
	GALWAY ADVERTISER	ADVERTISER BUSINESS
Full Page Colour	€4,000	€5,500
Half Page Colour	€2,050	€3,500
25cm x 4 col Colour	€2,050	€3,500
Quarter Page Colour	€1,100	€1,800
Column CM Colour	€23	€35
Front Page 12cm x 2 col	€675	N/A
Front 6cm x 3 col	€585	N/A
Back Page	€5,000	N/A
Wrap Advertising	€11,000	N/A
Half Wrap	€7,000	N/A

Leaflet Distribution €240 + VAT per 1,000 leaflets distributed

Discounts available on volume bookings. Please ask your account executive for more details.

Why the Galway Advertiser will work for your business

The full survey can be viewed at: https://www.advertiser.ie/2020_Survey/



Galway City Readership:

Total Weekly Readership of Galway Advertiser - 59,151 people (74% of Adults over 18 years of age)

Galway City & County Readership:

Total Weekly Readership of Galway Advertiser - 131,610 people (51% of Adults over 18 years of age)



90,000
Average
monthly
website visitors



25,000
Digital
newspaper
subscribers



20,000
Instant updates/
competition
subscribers



164,660
Followers across
Facebook, Instagram,
X, Threads, Bluesky

BANNER ADVERTISING

40,000 page Impressions (2 weeks) - €400 + VAT

80,000 impressions (1 month) - €600 + VAT

970 x 250 Billboard

728 x 90 Standard Leaderboard

300 x 50 Mobile Banner

300 x 250 MPU Banner

320 x 50 Mobile Banner 2

E-PAPER ADS

Promote your business to your
online audience via our digital newspaper -
€195 + VAT Left hand full page ad: 480 (w) x 570 (h)
pixels Strip adverts 120 (w) x 600 (h)

DIGITAL COMPETITION

Advertiser.ie Social Media & Online Competition:

Ezine, Opt-ins & Report - €650 + VAT

Promote your competition to our subscribers,
website visitors and Followers. We provide you
the contact addresses of those who opt-in

SOCIAL MEDIA MARKETING

Packages start from €300 + VAT for 3 Social Media posts

Market your business to our

116,947 Facebook Followers,

25,900 Twitter followers,

20,184 Instagram followers

and 1,629 Threads followers

FACEBOOK TAKEOVER

Take over our Facebook - €700 + VAT for 5 days (Mon-Fri)

Set the main image on our Facebook page, and have
your business logo appear beside all posts.

2 posts per day (morning & evening).

Can include video and static posts.

EMAIL MARKETING

Ezine - €400 + VAT

Created by us and sent to our 20,000 subscribers

To create we require: content &
600 x 350 pixel image

Design Spec Information

BOOKING DEADLINES:

Galway Advertiser & Advertiser Business - 4pm Tuesday.

COPY DEADLINES:

Galway Advertiser & Advertiser Business - 5pm Tuesday.

All supplied ads must be high resolution, pdf files (press optimised and without crop marks)
Full colour compact format, printed in Irish Times Print facility.
Please see <https://www.irishtimes.com/about-us/advertise/production-information/>

Column Width	1 Column	2 Column	3 Column	4 Column	5 Column	6 Column	7 Column
	35mm	73mm	111mm	149mm	187mm	225mm	263mm

Full page: 330mm High x 263mm Wide
Half page: 160mm High x 263mm Wide
Quarter Page: 160mm High x 111mm Wide

Full page width 263mm (7 Columns)
Full page Height 330mm
Ads above 270mm in height must be 330mm (Full Height)
Above dimensions are quoted as height x width measurement.