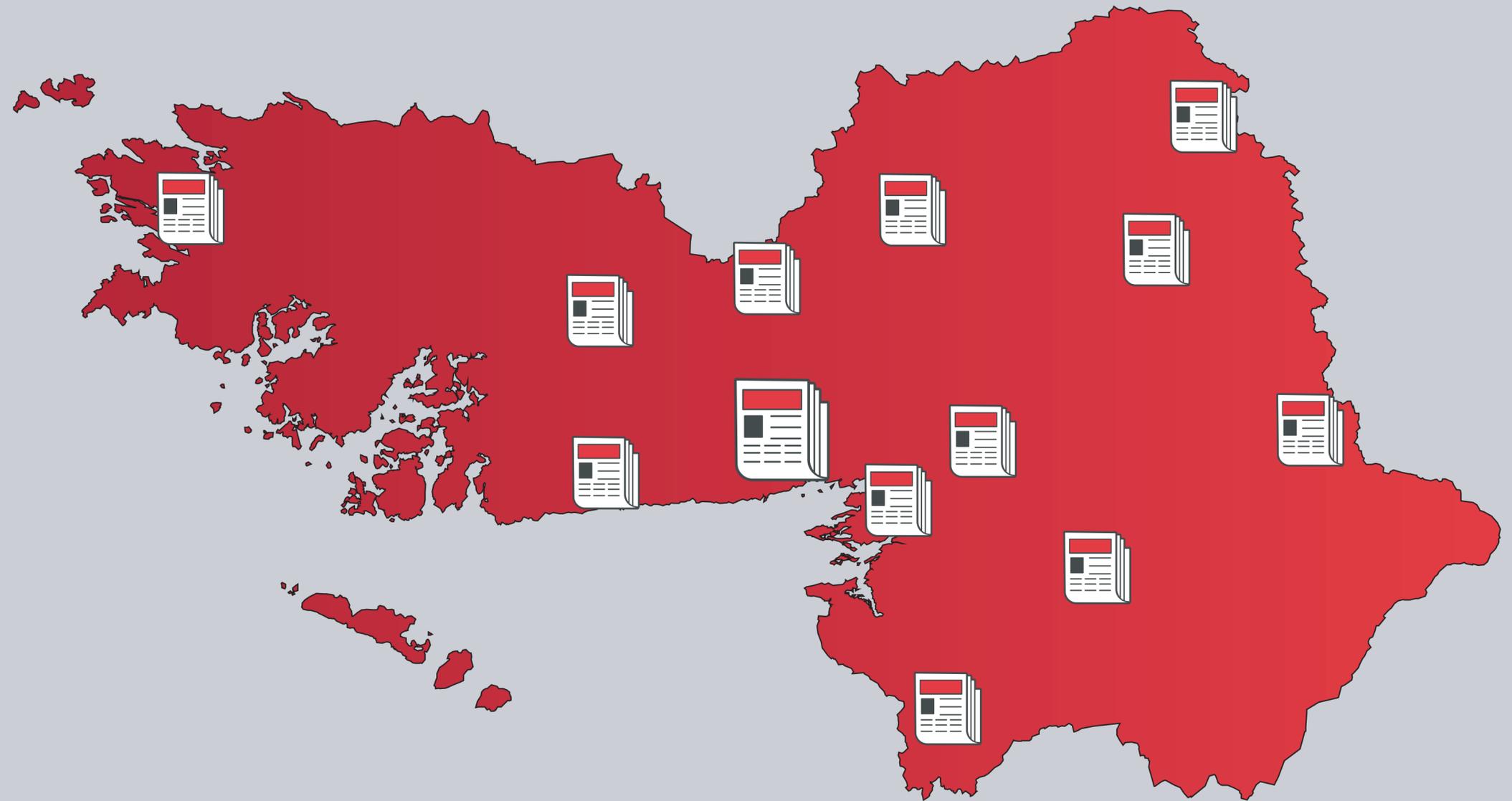


# Galway Advertiser

## 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

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

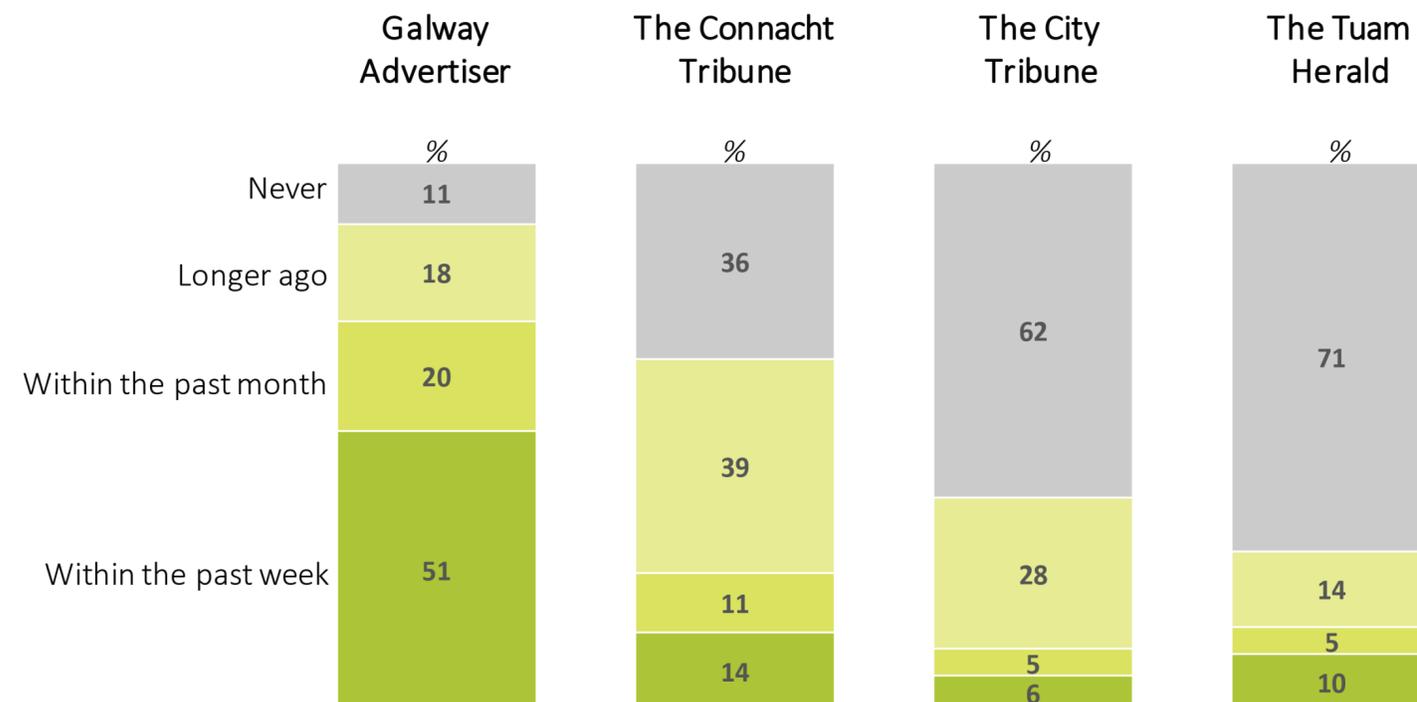


# Why the Galway Advertiser will work for your business

The full survey can be viewed at: [https://www.advertiser.ie/2020\\_Survey/](https://www.advertiser.ie/2020_Survey/)

## Local paper readership

Base: All adults aged 18+ - 300/194,451



## 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.