

Jobs & Classifieds

Advertising rates and sizes

Newspaper:

The screenshot shows a newspaper page with the following layout:

- Top header: 8 May 2016, TradeWinds, CLASSIFIEDS 29
- Section header: TradeWinds.Jobs
- Ad 1: A small vertical ad on the left.
- Ad 2: A large horizontal ad on the right.
- Ad 3: A large horizontal ad on the right, containing a job listing for Affinity Tankers Ltd. The listing includes details about the role, requirements, and contact information.
- Ad 4: A small vertical ad on the left.
- Ad 5: A large horizontal ad on the right.

At the bottom of the page, there is a booking deadline notice: "Booking deadline for classifieds ads is Tuesday prior to publication." and the TradeWinds Jobs logo.

Examples - full colour rates

1. 1 column wide x 7 cm high

Full colour GBP 80 x 7 **GBP 560 per insertion**

2. 5 columns wide x 7 cm high

Full colour GBP 400 x 7 **GBP 2,800 per insertion**

3. 3 columns wide x 13 cm high

Full colour GBP 240 x 13 **GBP 3,120 per insertion**

4. 2 columns wide x 9 cm high

Full colour GBP 160 x 9 **GBP 1,440 per insertion**

5. 4 columns wide x 9 cm high

Full colour GBP 320 x 9 **GBP 2,880 per insertion**

Print rates per cm in GBP

	Size (width)	Full colour	Black
1 col	38 mm	80	55
2 col	80 mm	160	110
3 col	122 mm	240	165
4 col	164 mm	320	220
5 col	206 mm	400	275
6 col	248 mm	480	330

Calculate ad costs by selecting the print rate per cm for the number of columns width you require. Then multiply that print rate by the height in cm you want.

Example: 3 columns by 12 cm high:

GBP 240 x 12 = GBP 2,880 / insertion

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Website: tradewindsjobs.com

Featured ads

Make more impact with featured positions - choose size, position and formats from banners, rectangles and buttons.

1 Leaderboard – all pages

Size: 1272 x 180px Monthly rate **GBP 1,195**

2 Medium rectangle – home page

Size: 300 x 250px Monthly rate **GBP 723**

3 Button – all pages (other than home page)

Size: 120 x 90px Monthly rate **GBP 543**

Online listing

Place vacancies in the online job sections for periods from a week to a month. Have your ad highlighted as a top job to attract your ideal candidates.

Job listing	Weekly rate	Monthly rate
	GBP 912	GBP 1,333

Top job listing	Weekly rate	Monthly rate
	GBP 1,230	GBP 1,845

Job listing in addition to print	Weekly rate	Monthly rate
	GBP 313	GBP 774