

**thomsonlocal.com**

**Pricing & Payment Guide**  
**TL2012**

All prices are exclusive of VAT.

Valid from  
6th Sept 2011

## DIRECTORY PRODUCTS

Advert Type	BAND 100	BAND 200	BAND 300	BAND 400	BAND 500	BAND 600	BAND 700	BAND 800	BAND 900	Product Code
<b>BUSINESSES BY TYPE</b>										
Full Page	£2,140	£2,305	£2,665	£2,835	£3,120	£3,265	£3,435	£3,530	£3,890	FULL PG
Half Page	£1,025	£1,105	£1,280	£1,360	£1,495	£1,565	£1,645	£1,695	£1,865	HALF PG
Third Page	£655	£705	£815	£870	£955	£1,000	£1,050	£1,080	£1,190	THIRD PG
Half Column	£445	£480	£555	£590	£650	£680	£715	£735	£810	HALF COL
Third Column	£285	£310	£355	£380	£415	£435	£460	£470	£520	THIRD COL
Quarter Column	£215	£230	£265	£285	£315	£330	£345	£355	£390	QTR COL
Boxed Advert	£100	£110	£125	£135	£150	£155	£165	£170	£185	BOXED AD
Additional Listing	£55	£60	£70	£75	£80	£85	£90	£90	£100	LISTING
Line Of Text	£55	£60	£70	£75	£80	£85	£90	£90	£100	TEXT LINE
Menu Double Page	£890	£960	£1,110	£1,180	£1,300	£1,360	£1,430	£1,470	£1,620	MENU DPG
Menu Full Page	£445	£480	£555	£590	£650	£680	£715	£735	£810	MENU FPG
<b>BUSINESSES BY NAME</b>										
Full Page	£890	£960	£1,110	£1,180	£1,300	£1,360	£1,430	£1,470	£1,620	BN FULL PG
Half Page	£445	£480	£555	£590	£650	£680	£715	£735	£810	BN HALF PG
Third Page	£300	£320	£370	£395	£435	£455	£480	£490	£540	BN THIRD PG
Quarter Page	£225	£240	£280	£295	£325	£340	£360	£370	£405	BN QTR PG
Sixth Page	£150	£160	£185	£200	£220	£230	£240	£245	£270	BN SIXTHPG
Boxed Advert	£50	£55	£65	£70	£75	£80	£85	£85	£95	BN BOX AD
Bold Listing	£40	£40	£45	£50	£55	£55	£55	£60	£65	BN BOLDLST
Additional Listing	£30	£30	£35	£40	£45	£45	£45	£50	£55	BN LISTING
Line Of Text	£30	£30	£35	£40	£45	£45	£45	£50	£55	BN TEXTLNE
<b>VOUCHERS</b>										
Full Page	£890	£960	£1,110	£1,180	£1,300	£1,360	£1,430	£1,470	£1,620	VOUCHERFP8/6
Half Page	£445	£480	£555	£590	£650	£680	£715	£735	£810	VOUCHERHP4/2
<b>YOUR LOCAL</b>										
Full Page	£1,335	£1,440	£1,665	£1,770	£1,950	£2,040	£2,145	£2,205	£2,430	YL FULL PG
Half Page	£670	£720	£835	£885	£975	£1,020	£1,075	£1,105	£1,215	YL HALF PG
Half Column	£335	£360	£420	£445	£490	£510	£540	£555	£610	YL HALFCOL
<b>BIG TICKET - Limited availability, please contact the Sales Response Team on 01252 390 600</b>										
Priority Double Page	£4,280	£4,610	£5,330	£5,670	£6,240	£6,530	£6,870	£7,060	£7,780	PRI DBL PG
Help! Out of Hours	£335	£360	£420	£445	£490	£510	£540	£555	£610	YL HELP AD
Find What You Need	£225	£240	£280	£295	£325	£340	£360	£370	£405	YL WYN SPN
Front Cover Advert	£2,335	£2,530	£2,910	£3,110	£3,425	£3,595	£3,765	£3,885	£4,270	SINGLE FC
Front Cover Banner	£7,005	£7,590	£8,730	£9,330	£10,275	£10,785	£11,295	£11,655	£12,810	FC BANNER
Inside Front Cover	£2,425	£2,630	£3,030	£3,235	£3,565	£3,740	£3,915	£4,040	£4,445	INSIDE FC
Inside Back Cover	£1,855	£2,010	£2,315	£2,470	£2,720	£2,855	£2,990	£3,085	£3,395	INSIDE BC
Outside Back Cover	£3,175	£3,445	£3,965	£4,235	£4,665	£4,890	£5,125	£5,290	£5,815	OUTSIDE BC
Bound Insert	<b>POA</b>									INSERT

<b>SCHEME (BUSINESSES BY TYPE)</b>										
DISPLAY	SPOT RED				CODE	MONO				
	BAND 1	BAND 2	BAND 3	CODE		BAND 1	BAND 2	BAND 3	CODE	
10 Lines of Text	£175	£210	£235	C 10 LINER	£150	£185	£210	C 10 LINE		
8 Lines of Text	£165	£200	£225	C 8 LINER	£140	£175	£200	C 8 LINE		
6 Lines of Text	£155	£190	£215	C 6 LINER	£130	£165	£190	C 6 LINE		
4 Lines of Text	£145	£180	£205	C 4 LINER	£120	£155	£180	C 4 LINE		
2 Lines of Text	£135	£170	£195	C 2 LINER	£110	£145	£170	C 2 LINE		
Standout Listing	£125	£160	£185	C LISTINGR	£100	£135	£160	C LISTING		
LINEAGE	SPOT RED				CODE	MONO				
<small>Must be in addition to a Scheme Display advert</small>	BAND 1	BAND 2	BAND 3	CODE		BAND 1	BAND 2	BAND 3	CODE	
Extra Address	<b>£25</b>			C ADDRESSR	<b>£20</b>			C ADDRESS		
Extra Landline Number				C TELR				C TEL		
Email Address				C EMAILR				C EMAIL		
Website Address				C WEBSITER				C WEBSITE		
Mobile Number				C MOBILER				C MOBILE		
Fax Number				C FAXR				C FAX		

**ADVERT COMPOSITION SERVICE - For further information refer to the Product Guide**  
 ACS1 £65 ACS2 £35

## INTERNET PRODUCTS

Classified & Pay-Per-Click	Rate	Product Code	Video	Rate	Product Code
<b>Classified Listing</b>	<b>£600</b>	OCPW	<b>Bespoke</b>	<b>£1,000</b>	VDBESPOKE
<b>Scheme Logo</b>	<b>£50</b>	OCORP	<b>Customer Supplied</b>	<b>£100</b>	VDSUPPLIED
<b>Pay-Per-Click 5</b> Web Link/Landing Page	<b>£325*</b>	PPC5/PPC5L	<b>Motion</b>	<b>£350</b>	VDMOTION
<b>Pay-Per-Click 4</b> Web Link/Landing Page	<b>£250*</b>	PPC4/PPC4L	<b>Photo</b>	<b>£250</b>	VDPHOTO
<b>Pay-Per-Click 3</b> Web Link/Landing Page	<b>£220*</b>	PPC3/PPC3L			
<b>Pay-Per-Click 2</b> Web Link/Landing Page	<b>£160*</b>	PPC2/PPC2L	<b>Website</b>	<b>Rate</b>	<b>Product Code</b>
<b>Pay-Per-Click 1</b> Web Link/Landing Page	<b>£130*</b>	PPC1/PPC1L	<b>Bespoke</b>	<b>£499</b>	WBBESPOKE
<b>National Sponsorship - Graphic**</b>	<b>POA</b>	OHSGB	<b>Templated</b>	<b>£249</b>	WBTEMPLATE
<b>Local Sponsorship - Lineage**</b>	<b>£500</b>	OLSLA	<b>Hosting (Renewal)</b>	<b>£150</b>	WSHOST
<b>Local Sponsorship - Graphic**</b>	<b>£300</b>	OLSGB	<b>Development Hour</b>	<b>£50</b>	DVLP HOUR

\* Each Pay-Per-Click product must be purchased in conjunction with a Classified Listing. Initial three month price only. After three months this converts automatically to a monthly rolling contract. A customer may purchase a maximum of 12 Pay-Per-Click products.

\*\* Limited availability.

Prices shown are subject to change at any time.

## DIRECTORIES, BANDS, CODES & CIRCULATIONS

DIRECTORY	BAND	SCHEME	CODE	CIRC	DIRECTORY	BAND	SCHEME	CODE	CIRC	DIRECTORY	BAND	SCHEME	CODE	CIRC
Aberdeen	500	2	128	110	Fareham	500	2	46	80	Peterborough	300	1	196	93
Alton	400	1	130	50	Farnborough	600	2	47	120	Plymouth	500	2	110	155
Altrincham	500	2	13	102						Portsmouth	700	3	27	141
Ashford	500	2	131	90						Preston	600	2	151	146
Aylesbury	400	1	176	61										
					Glamorgan	200	1	39	91	Reading	700	3	4	153
Barnet	500	2	72	91	Glasgow East	500	2	19	125	Reigate	500	2	62	99
Barnsley	500	2	132	95	Glasgow North	500	2	18	144	Richmond	700	3	6	140
Basildon	700	3	73	159	Glasgow South	500	2	49	143	Rochdale	400	1	172	88
Basingstoke	400	1	31	65	Glasgow West	500	2	21	144	Romford	800	3	180	157
Bath	400	1	35	150	Gloucester	400	1	20	183	Rotherham	500	2	28	109
Bedford	500	2	126	84	Grimsby	100	1	92	74					
Bexley	800	3	124	179	Guildford	500	2	50	110					
Blackburn	300	1	74	105	Halifax	500	2	95	85	S. Warwickshire	500	2	157	128
Blackpool	600	2	133	135	Harrogate	500	2	138	69	Salford	500	2	112	94
Bolton	500	2	11	113	Harrow	600	2	51	112	Salisbury	500	2	152	73
Bournemouth	700	3	178	195	Hastings	500	2	139	76	Sandwell	500	2	64	112
Bradford	500	2	3	202	Heads of the Valleys	200	1	36	121	Scarborough	100	1	114	78
Brent	400	1	38	93	Hendon	400	1	97	89	Scunthorpe	100	1	96	54
Brentwood	500	2	75	86	Hertford	500	2	140	106	Sheffield	500	2	29	203
Bridgend	200	1	1	97	High Wycombe	500	2	52	104	Shrewsbury	200	1	186	63
Brighton	900	3	76	186	Hillingdon	500	2	53	66	Slough	700	3	30	146
Bristol East	200	1	167	118	Huddersfield	800	3	98	165	Solihull	600	2	10	184
Bristol North	200	1	165	124						Southampton	700	3	32	194
Bristol South	200	1	166	86	Ilford	700	3	181	138	Southend	500	2	113	108
Bromley	800	3	40	132	Ipswich	500	2	100	105	Southport	400	1	155	72
Burnley	300	1	77	104	Isle of Wight	100	1	54	60	Spalding	200	1	192	30
Burton	600	2	78	133	Islington	800	3	101	180	St Helens	800	3	63	217
Bury	500	2	171	78						Stafford	200	1	182	61
Bury St Edmunds	500	2	91	85	Kensington	500	2	156	105	Staines	500	2	153	71
					Kettering	300	1	195	62	Stamford	100	1	191	29
Cambridge	500	2	135	93	Kidderminster	500	2	141	124	Stevenage	500	2	154	89
Canterbury	600	2	89	160	Kilmarnock	500	2	55	135	Stirling	500	2	197	115
Cardiff	600	2	80	180	Kingston	700	3	2	142	Stockport	700	3	65	136
Carlisle	100	1	59	44						Stoke-on-Trent	800	3	111	200
Cen Birmingham	800	3	9	192	Lambeth	900	3	24	217	Sunderland	500	2	66	100
Cen Manchester	600	2	58	186	Lanarkshire	500	2	57	160	Sutton	700	3	33	136
Chelmsford	500	2	81	135	Lancaster	500	2	88	73	Sutton Coldfield	800	3	37	198
Chester	700	3	82	137	Leeds	600	2	102	282	Swansea	300	1	115	121
Chesterfield	300	1	137	98	Leicester	900	3	103	270	Swindon	400	1	67	155
Chichester	500	2	41	84	Lewisham	800	3	104	193					
Colchester	500	2	83	131	Lincoln	400	1	71	65	Tameside	500	2	174	101
Coventry	800	3	84	222	Liverpool	900	3	175	321	Telford	300	1	184	74
Crawley	500	2	14	110	Lothian	500	2	87	73	Torbay	500	2	116	119
Crewe	500	2	185	76	Luton	600	2	127	131	Tunbridge Wells	500	2	117	109
Croydon	700	3	15	138										
					Macclesfield	500	2	145	88	Wakefield	300	1	118	141
Darlington	500	2	85	106	Mansfield	300	1	146	95	Walsall	600	2	68	134
Derby	800	3	86	166	March	100	1	194	14	Wandsworth	600	2	12	117
Doncaster	600	2	16	125	Medway	800	3	123	231	Warrington	600	2	69	129
Dudley	600	2	44	122	Middlesbrough	500	2	5	190	Watford	600	2	119	122
Dundee	200	1	43	139	Milton Keynes	600	2	147	118	Welwyn	600	2	120	121
Dunfermline	500	2	198	132						West Cornwall	300	1	187	121
Durham	300	1	164	82	New Forest	300	1	168	60	West Dorset	600	2	177	150
					Newark	400	1	90	52	Westminster	700	3	256	156
Ealing	800	3	45	154	Newbury	500	2	148	44	Weston-S-Mare	400	1	159	136
East Cornwall	300	1	188	86	Newcastle	600	2	60	261	Winchester	400	1	160	58
East London	900	3	179	284	Newport	600	2	106	129	Wirral	800	3	121	171
Eastbourne	700	3	17	80	North Devon	300	1	189	70	Wisbech	100	1	193	49
Edinburgh	900	3	125	283	Northampton	500	2	150	168	Wolverhampton	600	2	70	125
Enfield	500	2	93	105	Norwich & G.Yarm	400	1	107	205	Worcester	500	2	161	116
Exeter	500	2	94	146	Nottingham	900	3	108	250	Worthing	500	2	122	89
					Oldham	400	1	173	91	Wrexham	100	1	183	53
					Oxford	600	2	61	193	York	500	2	163	111

### Is your customer interested in B2B direct marketing for lead generation?

Customers who buy business data lists are looking to generate new business and more revenue. They will be looking to generate more sales leads and may also be looking to increase their brand awareness. If you think your customer may benefit from B2B direct marketing services we would like to hear from you.

Contact Direct Marketing Services by emailing [dms@thomsonlocal.com](mailto:dms@thomsonlocal.com) or call **0800 955 8630** and quote T-17. For more information on direct marketing and our products, visit [www.thomsonlocal.com/directmarketing](http://www.thomsonlocal.com/directmarketing)

### Digital Only Areas & Codes:

Cambridgeshire	300	North Wales	309
East Norfolk	301	Norwich	107
East Wales	302	Peak District	310
Great Yarmouth	105	South Scotland	311
Hull	303	South Wales	312
Lincolnshire	304	Suffolk	313
Mid Wales	305	The Wolds	314
Northeast England	306	West Norfolk	315
North Scotland	307	Yorkshire Dales	316
Northwest England	308		