

Standard Positions

Double Page	£900.00
Full Page	£550.00
Half Page	£300.00
Quarter Page	£200.00
Sixth Page	£120.00
Eighth Page	£100.00
Mini Ad 6x2	£50.00
Classified 3x2	£35.00

Premium Positions

Back-Full Page	£750.00
Back-Half Page	£400.00
Back-Quarter Page	£250.00
Back-Eighth Page	£120.00
Front-Quarter Page	£400.00
Front-Eighth Page	£175.00
Front-Ear Piece	£55.00

ADVERTISEMENT DIMENSIONS

Display Sections (height x width)

Page (Non Bleed)	277mm x 186mm
Page (Bleed)	297mm x 210mm
Half Horizontal	137mm x 186mm
Half Vertical	277mm x 91.5mm
Quarter Page	137mm x 91.5mm
Sixth Page	91mm x 91.5mm
Eighth Page	67mm x 91.5mm
Quarter Page	(Front) 95mm x 206mm
Eighth Page	(Front) 95mm x 100mm

Classified Section (width)

Single Column ads	(48mm wide)
Double Column ads	(98mm wide)

Have your company name & telephone number listed in our Services Directory for just £3.50 + vat per edition (minimum inserts 6 editions)

See our on-line publication, services directory etc at www.thehiggler.co.uk

COVERING HALSTEAD, SUDBURY BRAINTREE & SURROUNDING AREAS

Delivered FREE to households in:

Halstead
Earls Colne
White Colne
Colne Engaine
Coggeshall
Sible Hedingham
Castle Hedingham
Gosfield
Greenstead Green
The Maplesteads

Plus deliveries to businesses and local pick-up points in surrounding villages.

Delivered FREE to households in the Braintree, areas. Plus deliveries to businesses and local pick-up points in Silver End, Rayne and surrounding villages.

Rates Include

- Full Colour available on all full display advertisements.
- Free entry in the Higgler Magazine Services Directory for display ad bookings when booked for three or more inserts.
- Service Directory Entry only: £3.50 per month, minimum 6 insertions.

All prices exclude VAT.
GAP Publishing standard terms and conditions apply. E.&OE

The Higgler

Horizontal Half Page

£300.00

Including Full Colour

The Higgler

Quarter Page

£200.00

Including Full Colour

The Higgler

Eighth Page

£100.00

Including Full Colour

Classified 3x2

£35.00
Including Full Colour

Lineage Charge 40p per word.
Minimum Charge per insertion £4.50.
Telephone 01787 477576



Half Page (4 Column)

£300.00

Including Full Colour



Rates Include (Display ads only)

- Full Colour
- Free entry in the Higgler Magazine Services Directory.
- Free entry in the Higgler Web Services Directory.



Mini Ad (2 Column)

£50.00
Including Full Colour



Eighth Page (2 Column)

£100.00
Including Full Colour



**Other advertisement
sizes available**

Tel: 01787 477576

email: ads@thehiggler.co.uk

Website: www.thehiggler.co.uk



Vertical Half Page

£300.00

Including
Full Colour

Ad Design Service

An ad design service is available for a cost of £20. The charge does not apply to bookings for 3 or more consecutive insertions or alterations to existing copy. Ad design copy must be received at least 10 days before publication.

△ All prices exclude VAT.

△ GAP Publishing standard terms and conditions apply

△ E.& O.E.

Tel: 01787 477576

email: ads@thehiggler.co.uk

Website: www.thehiggler.co.uk



TECHNICAL DATA

- △ Printed heat set web offset
- △ Four Colour available on all pages
- △ Submitted artwork PDF or EPSF
- △ Submitted copy Microsoft Word or rich text format.

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Display Sections (height x width)

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Eighth Page	67mm x 91.5mm

Quarter Page (Front)

95mm x 206mm

Eighth Page (Front)

95mm x 100mm

Classified Section (width)

Single Column ads (48mm wide)

Double Column ads (98mm wide)

COPY DEADLINE DATES

The Copy deadline for the Higgler is the 23rd of the month for publication in the following months edition.

Disclaimer

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Unless otherwise stated, the price charged will be as shown in the Higgler Rate card.

The price quoted excludes VAT (unless otherwise stated). VAT will be charged at the rate applying at the time of publishing. If an advertisement proof is requested this will be supplied as a PFD. It is the responsibility of the customer to check proofs carefully and tell us if the proofs are approved or if changes are required. We may charge for any variations that result in an increase in the size of the advertisement.

If we do not hear within 4 days of a proof been supplied or before the copy deadline date we may assume approval.