

# LONDON & NATIONAL RATECARD FOR DISPLAY ADVERTISING

This ratecard contains information on running an ad in London only or nationally. If you want to advertise in a particular regional edition of Metro please see the 'Partners' section of the website. If you want London Classified rates please see the 'Classified' section.

## HOW WE PRICE YOUR DISPLAY AD

- We price advertising on the size of your advert and all of our ad rates are based on SCC (Single Column Centimetre).
- The cost is also dependent on your choice of London only or national and choosing mono or colour.
- Please note our new rates reflect our 39% London circulation increase (22% national circulation increase).

London Mono **£105.50 Fixed**      National Mono **£120.80 Fixed**  
London Colour **£121 Fixed**      National Colour **£151.70 Fixed**

ALL PRICES EXCLUDE VAT

## WORK OUT HOW MUCH YOUR DISPLAY AD WILL COST

Metro is 34cms high and 26.8cms wide. Our width is split into 7 columns and each of these columns are different widths.

1 column 3.5cms	5 columns 19cms
2 columns 7.3cms	6 columns 22.9cms
3 columns 11.2cms	7 columns 26.8cms
4 columns 15.1cms	

- When calculating the cost of any advert, you first need to decide the height and width which is most appropriate for your advert or budget. For example, a credit card size would be roughly 5cms high and 7.3cm wide.
- You must next decide which rate to use, London or national, mono or colour.
- You then multiply it by the area of the ad in SCC. For example, a credit card size ad 5 cms high by 7.3cm wide, has an area of 10 SCC. If you chose to run this ad nationally in mono this would cost £1043 (£104.30 x 10 SCC).
- Please note that discounts are available for volume bookings.

## HOW TO BOOK

TO BOOK A DISPLAY AD OR FOR MORE DETAILS  
CALL THE CLIENT SALES TEAM ON 020 7651 5260

If you want classified rates for property, jobs, courses, travel etc,  
please call 020 7938 7751.

Below is a list of all our popular size advertisements which are available and how much they cost, in easy to understand terms.

### 5x1 (5cms high x 3.5cms wide)

London Mono **£527.50**  
London Colour **£605**  
National Mono **£604**  
National Colour **£758.50**

### 5x2 (5cms high x 7.3cms wide)

London Mono **£1,055**  
London Colour **£1,210**  
National Mono **£1,208**  
National Colour **£1,517**

### 10x2 (10cms high x 7.3cms wide)

London Mono **£2,110**  
London Colour **£2,420**  
National Mono **£2,416**  
National Colour **£3,034**

### 20x2 (20cms high x 7.3cms wide)

London Mono **£4,220**  
London Colour **£4,840**  
National Mono **£4,832**  
National Colour **£6,068**

### 20x3/Quarter page (20cms high x 11.2cms wide)

London Mono **£6,330**  
London Colour **£7,260**  
National Mono **£7,248**  
National Colour **£9,102**

### 10x7 (10cms high x 26.8cms wide)

London Mono **£7,385**  
London Colour **£8,470**  
National Mono **£8,456**  
National Colour **£10,619**

### 24x4 (24cms high x 15.1cms wide)

London Mono **£10,128**  
London Colour **£11,616**  
National Mono **£11,596.80**  
National Colour **£14,563.20**

### 17x7/Half page (17cms high x 26.8cms wide)

London Mono **£12,554.50**  
London Colour **£14,399**  
National Mono **£14,375.20**  
National Colour **£18,052.30**

### 34x7/Full page (34cms high x 26.8cms wide)

London Mono **£25,109**  
London Colour **£28,798**  
National Mono **£28,750.40**  
National Colour **£36,104.60**

FREE  
**METRO**