

Liberty

Advertising Rate Card

Liberty is a 32 page, tabloid style, newspaper which is published monthly by SIPTU.

Liberty includes news on national and international issues, finance and the economy, union news, features, analysis, opinion and comment, sports and culture with well-known contributors on each of these topics.

We are producing and distributing 50,000 copies to members of the union at their workplaces across the country.

We are offering full page colour advertisements for €3,500; half page colour €2,100; quarter page colour €1,090. We are hoping that your company might agree to take an advertisement, or regular ads, with the newly designed Liberty which will have a potential readership of up to 150,000 people.

Liberty is printed and distributed by The Irish Times and printed in 45 grm newsprint.

An online edition is circulated to 25,000 members with e mail addresses and will also feature on the newly revamped SIPTU website and on the SIPTU Facebook page.

Our readership is in a good demographic (25 to 60 years) and are people with jobs and disposable incomes

based in every county, city and town in Ireland. The gender balance is close to 50:50 across the five divisions of the Union, Manufacturing; Services; Construction and Utilities; Health; Public Administration and Community.

Any workplace with more than 20 SIPTU members will receive the newspaper.

There is a network of distributors with one person in every workplace where SIPTU has members with specific responsibility for the distribution of Liberty.

Liberty will take advertisements from companies that accept the right to collective bargaining and ethical standards.

Contributors will include Ruairi Quinn, Fintan O'Toole, Susan O'Keefe, Jack O'Connor, David Begg, Marie Sherlock, Patricia King and others.

SIPTU has over 200,000 members on the island of Ireland.

€3,500 – full page colour
€2,100 – half page colour
€1,090 – quarter page colour

We will be seeking ABC accreditation when the first number of editions are published.

Artwork Sizes & Specifications:

Minimum resolution for images is 300dpi at print size. All ADs to be supplied in PDF format (or as an Adobe Illustrator .eps with all text converted to paths).

FOR FURTHER INFORMATION CONTACT:

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FULL PAGE AD, full colour:
(No bleed required):
265mm (w) x 350mm (h)



HALF PAGE AD, Vertical - full colour:
(No bleed required):
128mm (w) x 350mm (h)



HALF PAGE AD, Horizontal - full colour:
(No bleed required):
265mm (w) x 170mm (h)



QUARTER PAGE AD, Portrait - full colour:
(No bleed required):
128mm (w) x 170mm (h)