



Wake up to  
Guernsey's most  
cost effective  
advertising medium

**2011**  
milk carton  
advertising  
rate card

# ...right on your doorstep

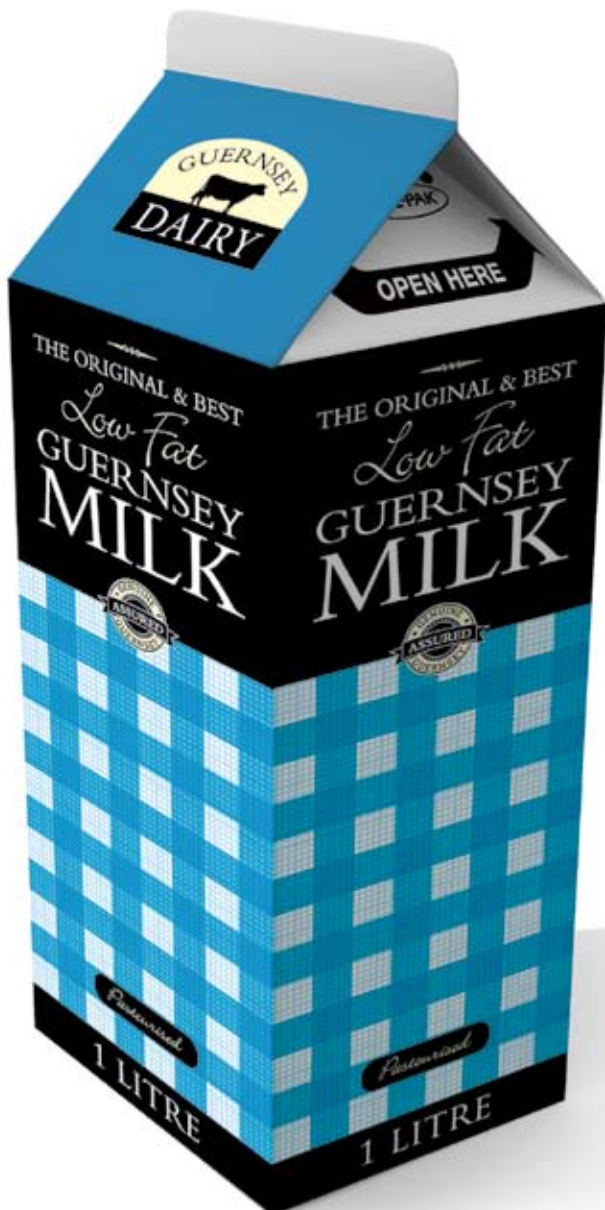
**Take advantage of the promotional medium with the biggest reach in Guernsey. Advertise on Guernsey milk cartons today.**

If you want to get your message into the hands of as many islanders as possible, there simply isn't a better, more cost-effective way to do it than by advertising on Guernsey Dairy milk cartons.

Think about it. Just about everyone on the island drinks Guernsey milk. Which means that just about every household and every business will have at least one carton in their fridge every single day of the week, every week of the year. And that means that your message will be seen each time someone pours a glass of milk, has a bowl of cereal or makes a cup of tea.

What's more, milk carton advertising is incredible value for money. The average cost of an advert on a single carton is just one pence.

So however you look at it, when it comes to choosing an advertising medium, milk delivers.





### 1 LITRE LOW FAT

BOOKING DEADLINE	COPY DEADLINE	ON SHELF
1 Dec 10	6 Dec 10	2 Feb 11
24 Jan 11	1 Feb 11	6 Apr 11
15 Apr 11	1 May 11	15 Jun 11

<b>ADVERT DURATION*</b>	10 weeks
<b>CARTONS*</b>	810,000
<b>CARTONS (yearly)*</b>	4,200,000
<b>COST</b>	£7500



### HALF LITRE LOW FAT

BOOKING DEADLINE	COPY DEADLINE	ON SHELF
24 Jan 11	3 Feb 11	16 March 11
3 May 11	11 May 11	29 Jun 11

<b>ADVERT DURATION*</b>	15 weeks
<b>CARTONS*</b>	150,000
<b>CARTONS (yearly)*</b>	580,000
<b>COST</b>	£3500



### 1 LITRE FULL CREAM

BOOKING DEADLINE	COPY DEADLINE	ON SHELF
24 Jan 11	31 Jan 11	16 March 11
1 May 11	11 May 11	22 Jun 11

<b>ADVERT DURATION*</b>	14 weeks
<b>CARTONS*</b>	180,000
<b>CARTONS (yearly)*</b>	660,000
<b>COST</b>	£3500



### HALF LITRE FULL CREAM

BOOKING DEADLINE	COPY DEADLINE	ON SHELF
20 Jan 11	31 Jan 11	16 March 11
15 Jul 11	1 Aug 11	28 Sep 11

<b>ADVERT DURATION*</b>	28 weeks
<b>CARTONS*</b>	108,000
<b>CARTONS (yearly)*</b>	170,000
<b>COST</b>	£2000



### 1 LITRE SKIMMED

BOOKING DEADLINE	COPY DEADLINE	ON SHELF
15 Feb 11	21 Feb 11	4 Apr 11
6 May 11	16 May 11	20 Jun 11

<b>ADVERT DURATION*</b>	11 weeks
<b>CARTONS*</b>	200,000
<b>CARTONS (yearly)*</b>	960,000
<b>COST</b>	£5000



### HALF LITRE SKIMMED

BOOKING DEADLINE	COPY DEADLINE	ON SHELF
5 Jan 11	15 Jan 11	16 March 11
15 Jun 11	28 Jun 11	2 Aug 11

<b>ADVERT DURATION*</b>	21 weeks
<b>CARTONS*</b>	100,000
<b>CARTONS (yearly)*</b>	250,000
<b>COST</b>	£2500



### HALF LITRE ORGANIC

BOOKING DEADLINE	COPY DEADLINE	ON SHELF
3 Feb 11	17 Feb 11	14 April 11
20 Jun 11	4 Jul 11	18 Aug 11

<b>ADVERT DURATION*</b>	18 weeks
<b>CARTONS*</b>	50,000
<b>CARTONS (yearly)*</b>	135,000
<b>COST</b>	£1500

\* Duration, quantity and print date figures are approximations.

## Specification

### 1 LITRE CARTON ADVERT

**SIZE** 115mmx 64mm

### HALF LITRE CARTON

**SIZE** 40mmx 64mm

**PRINT** full colour

**ARTWORK** supply as  
high resolution pdf

## Copy deadline

Milk carton printing requires long lead times so we need to ensure that all advertising deadlines are strictly adhered to.



To discuss these great advertising opportunities, please contact Jayne Symes on:

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or email [jayne.symes@tpagency.com](mailto:jayne.symes@tpagency.com)

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