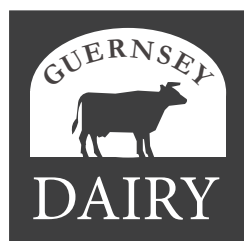




GUERNSEY DAIRY MILK CARTON ADVERTISING RATE CARD



GOOD FOR YOU, GOOD FOR GUERNSEY

Guernsey milk is part of our community, our family home and sits proudly on the shelves of shops, fridges, offices, homes and so many other places - it's very hard to avoid. This is why it is a fantastic opportunity for your advertising. We sell over **6.5 MILLION** litres of milk a year and reach almost every home in the island. You can place your solus advertising message on our cartons for as little as **£10 a day**.

125,000 cartons of Guernsey milk are sold in the island every week.

Be the first thing islander's see each day. By advertising on our cartons your advert will be appearing on the breakfast tables and fridges across Guernsey every day.

Annual milk sales by milk type (per unit of sale):

- Low fat litre – 4,086,107 cartons
- Full cream litre – 647,951 cartons
- Skim litre – 1,072,806 cartons

Average weekly milk sales by milk type (per unit of sale):

- Low fat litre – 78,578 cartons
- Full cream litre – 12,460 cartons
- Skim litre – 20,630 cartons

Percentage split of retail milk (per carton) sales:

- Low fat litre – 62.40 %
- Full cream litre – 9.90 %
- Skim litre – 16.38 %

Minimum print runs per advert design:

- Low fat litre – 850,000
- Full cream litre – 180,000
- Skim litre – 200,000

Average length of time advert 'exposed' for:

- Low fat litre – 8 weeks
- Full cream litre – 14 weeks
- Skim litre – 9 weeks

2023 Advertising Cost (per design / print run):

- Low fat litre – £4,000
- Full cream litre – £3,500
- Skim litre – £3,000

The prices listed above are nett and exclude any artwork design. The cost variances are due to having two separate carton suppliers who levy a standard charge per design irrespective of complexity or size.

All design / artwork to be submitted by the client and must conform to a universal carton template (supplied by the Guernsey Dairy on request). All artwork to be agreed by the Guernsey Dairy prior to being accepted for print.



GUERNSEY DAIRY

1 LITRE MILK CARTON ADVERT SPECIFICATION

width 64mm

Height
125mm

Example



SAFE AREA

An area measuring 5mm wide by 20mm high must be left clear in the bottom left hand corner of your advert artwork.

This is the area which is scanned by a laser during milk packaging production

MINIMUM FONT SIZE

The minimum font size used on artwork should be no less than 6pt.

SUPPLYING ARTWORK

Artwork should be supplied as a CMYK high resolution PDF without crop marks or bleed



ADVERT POSITION

GET IN TOUCH

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BAILIFF'S CROSS

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