

aspc is the place to be



for local property advertising

The heart of local property

aspc[®]

Our Registers are key to your property advertising in the north east - aspc focuses exclusively on the north east property market. Over 90% of residential property in the area is marketed exclusively through aspc.

3,000 copies of our Property Register are distributed to 186 outlets all across the north east

Around 1,000 potential buyers visit our centre in the heart of Aberdeen city **every month**

aspc.co.uk achieves over 1 million web visits per month, on average, from potential homebuyers

More than 200,000 visits per month, on average, come to aspc.co.uk through our social media activity – we have more than **11,000** Facebook likes, and rising

Property Register

Around 3,000 copies of the **Property Register** are printed and distributed every second Thursday. It is available in the aspc Property Centre, and it is also available right across the North East, including over 60 member solicitor firms and their network of property shops.

Advertising opportunities in the Property Register

Property Register		
Outside Back Cover	444mm x 297mm (+ 3mm bleed)	£1150
Inside Front Cover	425mm x 225mm	£1000
Full page – run of paper	432mm x 278mm	£900
Double page spread	444mm x 594mm (+3mm bleed) or 432mm x 571mm	£1800
Half page horizontal	212mm x 278mm	£750
Half page portrait	432mm x 137mm	£750
Quarter page horizontal	105mm x 278mm	£450
Quarter page portrait	212mm x 137mm	£450

2018 Publication Dates

January **4, 18**
February **1, 15**
March **1, 15, 29**
April **12, 26**
May **10, 24**
June **7, 21**
July **5, 19**
August **2, 16, 30**
September **13, 27**
October **11, 25**
November **8, 22**
December **6**

See back page for technical specifications

aspc Website

Weblink at £315 per month based on a 3 month booking. Multiple web links:
Initial link at £315 & subsequent links at £200 each per month.
Five web links for £1000 per month.
More than 1 million visits on **aspc.co.uk** every month*

Property Centre

The Centre in Chapel Street welcomes hundreds of active house buyers every month. This is an audience fully receptive to any property-related matters. You can reach this prime audience in two ways:

Display Boards

There are 8 display board sites available across the Centre. Size of panel 1.5m x 85cm. Cost per panel is £120 per week based on the display board being supplied, 1.5m high x 85cm wide digital output, mounted on 3mm thick foamex and matt laminated.

Pull-up Banner Stands

You can display a free-standing pull-up graphic at a cost of £150 per week (banner stand to be supplied size: 220cm deep x 80cm across).



Advertising opportunities in the For Rent Register

More than 1000 copies of the For Rent Register are printed and distributed every second Thursday. It is available in the aspc Property Centre, and it is also available right across the North East, including over 60 member solicitor firms and their networks of property shops.

Rent Register		
Outside Back Cover	345mm x 245mm (+3mm bleed)	£250
Inside Front Cover	345mm x 245mm (+3mm bleed)	£175
Full page – run of paper	325mm x 225mm	£150
Half page horizontal	159mm x 225mm	£95
Half page portrait	325mm x 109mm	£95

Series Discount:

3 adverts – 5%. 6 adverts – 10%. 12+ adverts – 15%.
Special positioning can be arranged.

See back page for technical specifications

2018 Publication Dates

January **11, 25**
February **8, 22**
March **8, 22**
April **5, 19**
May **3, 17, 31**
June **14, 28**
July **12, 26**
August **9, 23**
September **6, 20**
October **4, 18**
November **1, 15, 29**
December **13**

Technical Specifications

Property Register & For Rent Register artwork

- Copy to be supplied via email or FTP
- As a high –resolution pdf file with all fonts converted to outline and made up to actual size.
- **Copy Deadline:** 12pm Friday prior to Thursday publication

Artwork for advertisements should be supplied to:

Montgomery Litho Ltd, 170 Elliot Street, Glasgow G3 8EX

Contact: Pre Press.

Tel: **0141 248 7240**

FTP: <https://fta.mlg.co.uk>

Email: **Stephen.molloy@mlg.co.uk**



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Bookings & enquiries

For all bookings & enquiries, contact: Tania Mearns, Mearns & Gill Publications,

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