

# Roadway

THE VOICE OF ROAD HAULAGE



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RoadwayLive app

## 2019 RATE CARD

**ROADWAY**, the monthly magazine of the Road Haulage Association, provides a unique access route to in excess of 7,500 operators in every sector of the UK road transport industry. Thanks to the RoadwayLive app it now has a broader domestic and international reach. Our range of cost-effective advertising options is outlined below:

*(All prices are exclusive of VAT)*

### Full Colour (run of paper)

Double Page Spread	£5,050
Full Page	£2,500
Half Page	£1,800
Quarter Page	£920
Eighth Page	£485

### Special Positions (check for availability). Full colour, including bleed:

Centre spread	£5,800
Inside Front Cover	£3,100
Outside Back Cover	£3,100
Inside Back Cover	£3,000

Other sizes, gatefolds, cover and belly wraps and classified rates available on request

Guaranteed Positions/Facing Matter: Add 20%

Loose/bound-in Inserts/Outserts: £1,600 (+VAT) up to and including 15g. Anything in excess of 15g to be charged at £20 per gram

(Guide price based on four sides of A4)

UK agency discount (BRAD-listed agencies only): 10%

## ONLINE

**ROADWAY UPDATE** – E-Newsletter delivered to over 9,500 emails associated with the sector

Frequency: Weekly

Advertising: Maximum 3 advertisement blocks per mail out

Advertisement size: 600 wide x 300 pixels high with URL click through

Cost: £200 plus vat per week minimum 4 week consecutive run

**ROADWAY APP** – Free IOS and Android APP downloaded over 5.5k times

Frequency: Daily

Advertising: Maximum 4 advertisements per week

Advertisement size: 1024 wide x 576 high with URL click through

Cost: £200 plus vat per week minimum 4 week consecutive run

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