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To request counts or additional information please contact:

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County Council Libraries – Monthly Book Inserts

General Information:

HJ Marketing is pleased to announce the management of the County Council Library Book Insert programme. An innovative and unique new insert programme as featured on BBC News!

Inserts, weighing up to 9 grammes, are placed in the front cover of just one of the books borrowed by an individual, thereby ensuring no wastage or duplication. Only one campaign will be allowed each month offering advertisers exclusivity across what is a unique advertising channel. Each authority has approx 5 participating libraries signed to this programme.

This programme will be ideal for mobile phones, financial offers, holiday & travel and special consumer offers targeting a broad audience.

Profile:

- B,C1,C2,D,E's
- 50/50 male/female split
- Families
- Professional
- Aged 18yrs+

Volumes:

- 300,000 across all libraries
- Regional bookings available

Booking Information:

- Inserts can weigh up to 9g.

Useful Information:

Commencing nationwide in November 2007 with 300,000 inserts per month in county libraries including Essex, Somerset, Bromley, Leeds and Southend, the scheme aims to cover the UK by mid-2008 with a total of 3 million plus inserts available per month.

Costs:

Insertion: £45/000
Agency commission: 10%

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