

*Rat & Mouse Magazine* is the leading international publication aimed at rat and mouse owners. Published quarterly, this high quality, full colour magazine delivers both entertainment and educational content to its readers.

Whether you are an individual selling some bits and bobs you no longer need, or a small business looking for low cost exposure to your core market, our Product Directory is an excellent way to reach those who need what you're selling. Inclusion in our Product Directory means that your advert will be seen both print and online issues of the magazine as well as on the website directory AT NO EXTRA COST! So there's no need to wait for the issue to come out, you'll have your advert on the website – and viewable to ALL our visitors, not just our paying readers – in just a jiffy!

## How It Works

The Product Directory works on a very simple “credits” system. Just order as many credits as you need or want when you send us the details for your advert. Any leftover credits will be kept on your account until the next time you want to place an advertisement.

Prices quoted below covers inclusion in **both print and online** versions of the magazine **as well as the website directory at no extra cost!** Each placement runs for one issue of the magazine and 90 days on the website.

## How Much Does It Cost?

The more credits you buy, the cheaper it gets! This means that a text only, individual placement can cost as little as £1!

We sell two basic types of placement in the Product Directory – the text only, or the text plus image advert. All advertisements can have up to 30 words. Images may be in full colour at no extra cost. There are two tiers of pricing for the adverts depending on whether you're an individual selling your second hand gear (or wanting to buy some) or a business.

## Credit Pricing

The more credits you buy, the cheaper it gets! Purchase as many as 100 or as little as 1 credit and get your advertising online and in print FAST.

1 credit	£4.00	25 credits	£50.00
5 credits	£17.50	50 credits	£75.00
10 credits	£30.00	100 credits	£100.00

## Placement Pricing

Advertise a little or a lot – individual text only prices start from just 1 credit!

The Individual pricing tier covers For Sale and Wanted adverts pertaining to second hand or unwanted items.

The Business pricing tier covers advertising your business or product/s. This covers the Pet Sitters and Hotels, Vets, and Pet Accessories sections.

Rescues may advertise themselves and any rats or mice in need of homes for free.

<http://www.ratandmouse.info>

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	<b>Individual</b>	<b>Business</b>
Text only (up to 30 words)	1	3
Text only (31-60 words)	2	6
One image (9 cm x 6 cm)	2	6
Text (30 words) plus one image	3	9
Text (30 words) plus two images	4	12

**Specifications:**

Text advertisements to be up to 30 words (basic advert) or 60 words. Each phone number counts as one word (including area codes). Each email address counts as one word. Each web address counts as one word.

Image only advertisements: Images must be 300 dpi and up to 9 cm wide by 6 cm high (for single image adverts). Please provide them in jpg or tiff formats.

Images to accompany text advertisements: Images provided may be up to 9cm wide by 3 cm high.

**Order**

To order advertising, simply email the attached form (together with any images) to [advertising@solarispublishing.com](mailto:advertising@solarispublishing.com) or phone us on +44 (0)1233 884908.