SHETLAND DIRECTORY 2021/22 BUSINESS LISTING – BASIC FREE DETAILS

RETURN BY FRIDAY, 1st MAY, 2020

COMPLETE THIS SECTION WITH NEW OR AMENDED DETAILS FOR A FREE ENTRY IN CLASSIFIED BUSINESS LIST									
Business name			List under Business Classification(s) (mark list on reverse of this leaflet).						
Address		YOU SH	OULD ALSO CONSIDER						
		DISPLAY ADVERTISING (see over for details on sizes and rates)							
Postcode		ONLINE BANNER ADVERTISING (main banner £150)							
Dialling Code		(side banner £99) ENHANCING YOUR LISTING (add more details, images, logos, contact names etc for only £30 + VAT – see over for details)							
Tel. Number 1									
Tel. Number 2 Mobile		12,977 users • 68,402 page views (2018 figures)							
Email		SEE (OVERLEAF FOR DETAILS						
Web Address									
I authorise the above information to be used in the Shetland Directory 2021/22									
Signed			Daytime contact number						
Print name			Date						
Details will be included in the internet edition of the Directory. If you do not want an entry in the internet edition please mark this box.									

See over for ADVERTISING OPTIONS and booking form.

Please contact us if you require further information. Tel. (01595) 742000; Email: directory@shetlandtimes.co.uk

Send completed form to: Shetland Directory, The Shetland Times Ltd., Gremista, Lerwick, Shetland ZE1 0PX

Final copy date: Friday, 1st May, 2020

APPLICATION FOR ADVERTISING - 2021/22 SHETLAND DIRECTORY

(NOTE: FINAL COPY DATE - FRIDAY, 1st MAY, 2020)

Name of Business/Organisation										
Address (including Postcode)	Contact Name									
	Daytime Contact Number									
1										
	Email									
PLEASE BOOK THE FOLLOWING ADVERTISING:										
IN THE PRINT EDITION (SEE OPPOS	SITE FOR DETAILS)									
Size of advertisement required:										
Full page Half page Third page Quarter page Sixth page Twelfth page										
Full colour or Mono No. of insertions:										
Insert under Business Classifications (mark list on back of leaflet):										
IN THE ONLINE EDITION (SEE OPPOSITE)										
*Main banner @ £150										
*Enhanced listing @ £30										
* Enhanced listings include a business overview (approx. 100 words); up to 12 images; main products/services list; contact names; logo(s) and trade award(s) etc. See a sample enhanced listing at: directory.shetlandtimes.co.uk/commercial/shetland-times										
Repeat my advert as last time New advertisement copy enclosed										
New advertisement copy to follow	I have emailed advertisement copy									
If possible, you should o	complete your entry online at shetlanddirectory.co.uk									
	PAYMENT DETAILS									
	ified above to be included in the Shetland Directory 2021/2022. I/we enclose the 20%. Cheques should be made payable to The Shetland Times Ltd.									
Payment by: Cheque Cash	or Credit/Debit Card (Type):									
Card Number:	Cost:									
Name on Card:	+ VAT:									
Valid from: Expiry date: 3-digit Number: Total payable:										
Existing ledger customers of The Shetland Times Ltd. may charge this to their account by ticking the box: NB: Do not email your full card details; either send by post or phone us to complete the payment.										
Signed: Designation:										
Print Name:	Date:									



Colour: £920.00; Mono: £800.00

SINGLE FORMAT: 190mm across, 270mm deep





HALF PAGE:

Colour: £494.00; Mono: £430.00
HORIZONTAL: 190mm across, 132mm deep

HORIZONTAL: 190mm across, 132mm deep VERTICAL: 125mm across, 201mm deep

ONE THIRD:

Colour: £345.00; Mono: £288.00

VERTICAL: 60mm across, 270mm deep SQUARE: 125mm across, 132mm deep

VAT AT THE CURRENT RATE WILL BE ADDED TO ALL THESE PRICES



ONE QUARTER:

Colour: £286.00; Mono: £229.00 VERTICAL: 60mm across, 201mm deep HORIZONTAL: 190mm across, 63mm deep



ONE SIXTH:

Colour: £189.00; Mono: £151.00

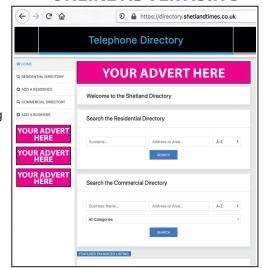
VERTICAL: 60mm across, 132mm deep HORIZONTAL: 125mm across, 63mm deep



ONE TWELFTH:

Colour: £105.00; Mono: £84.00 SINGLE FORMAT: 60mm across, 63mm deep

ONLINE ADVERTISING



- Dimensions and charges for display advertising in the Shetland Directory are shown above.
- Charges include simple display advertisement typesetting and layout.
- Basic sizes may be combined if they produce a regular shape, i.e. 2 x One Third, 3 x One Quarter, etc.
- Advertisers offering more than one product or service should consider repeating their advertisement under the relevant classifications (see overleaf).

We reserve the right to refuse any advertisement without stating reason.

Advertisers should complete the form and return it by Friday, 1st May, 2020, together with the appropriate payment, or submit your details and book advertising online at shetlanddirectory.co.uk

SHETLAND DIRECTORY BUSINESS CLASSIFICATIONS

Please ✓ tick the relevant boxes in applying for your entry. Should you wish us to consider any additional classifications please state this on your application.

	•			•		• •
Г	☐ Abattoirs	☐ Design/Graphics Services	П	Household Goods	г	Renewable Energy Services
	☐ Accommodation - Bed & Breakfast	☐ Development Agencies/Services		Housing Associations		Residential & Care Homes
	☐ Accommodation - Guest Houses	☐ Distillers & Bottlers		Ice Cream Manufacturing/Retailing] Restaurants
	☐ Accommodation - Hostels & Outdoor Centres	☐ District Heating		Ice Factories, Ice Sales & Cold Storage		Retailers (see General Stores)
	☐ Accommodation - Hotels & Serviced	☐ Diving Equipment		Industrial Development Services		Roofers/Roofing Supplies
	Apartments	☐ Diving Services		Insulating Contractors] Sailmakers
	☐ Accommodation - Property Letting/Management			Insurance Companies, Consultants & Brokers] Satellite TV
	☐ Accommodation - Self-Catering	☐ Dog Grooming		Interior Design Supplies/Services		Saw/Blade Sharpening
	☐ Accountants/Accounting Services ☐ Advertising, Marketing & PR	☐ Drilling Contractors & Equipment ☐ Driving Instructors		Internet Consultants/Training Internet Services		Scaffolding Services
	☐ Advice/Help/Support Groups etc	☐ Drystone Work		Jewellery Manufacture/Retail		Scales/Weighing Equipment
	☐ Agricultural Services	☐ Duty Free Supplies		Joiners & Carpenters		Schools (see Shetland Islands Council) Scrap Merchants/Services
	☐ Agriculture/Livestock/Produce	☐ Educational & Training Services		Kennels & Catteries		Seamen's Centres
	☐ Airports, Airlines & Services	☐ Electrical Appliances/Servicing		Kitchens & Bathrooms		Second-hand Goods
	☐ Ambulance (In emergency dial 999)	☐ Electrical Retailers		Knitwear Distributors & Retailers		Security/Stewarding Services
	☐ Angling Supplies & Services	☐ Electricians & Electrical Contractors		Knitwear Manufacturers		Sheet Metal Work
	☐ Animal Behaviour/Wellbeing	☐ Electricity/Energy Services		Ladies' Wear		Shetland Islands Council
	☐ Animal Welfare ☐ Antiques/Restorations	☐ Electronic Equipment & Servicing ☐ Embroidering Services		Landscaping Services Laundries/Dry Cleaners		Ship & Boat Builders/Repairers
	☐ Antiques/restorations ☐ Aquaculture	☐ Employment Agencies & Careers Services		Leisure/Sports Centres & Swimming Pools		Ship Chandlery
	☐ Archaeology/Archaeological Services	☐ Energy Assessors		Libraries		Ship Owners
	☐ Architects	☐ Engineering Supplies		Lifeboat (In emergency dial 999)		Shipping/Fishing Companies & Agents
	☐ Architectural/Planning Services	☐ Engineers - Civil		Lighting		Shopping Centre
	☐ Archives	☐ Engineers - Consulting		Marina Supplies/Services		Shotblasting/Industrial Painting
	☐ Art Galleries	☐ Engineers - General		Marine Gas & Oil		Sign Writers
	☐ Artists/Designers/Illustrators	☐ Engineers - Instrumentation		Medical Services/Occupational Health		Skip Hire Show Clearing/Gritting
	☐ Arts & Crafts Shops/Supplies	☐ Engineers - Marine		Men's Wear MEP		Snow Clearing/Gritting Social & Welfare Services
	☐ Auctioneers & Salerooms ☐ Auto Spares & Accessories	☐ Engineers - Mechanical ☐ Engineers - Refrigeration		Monumental Masons		Social Clubs
	☐ Bags & Accessories	☐ Engineers - Structural		MoT Testing		Soft Furnishings
	☐ Bakers & Bakers Shops	☐ Engineers - Ventilation/Air Conditioning		Motor Body Repairs/Services		Solicitors, Estate Agents & Notaries Public
	☐ Banks & Credit Unions	☐ Engraving Services/Supplies		Motor Vehicle Dealers		Solid Fuel (Coal & Peat)
	☐ Barbers	☐ Entertainment & Event Services/Venues etc		Motor Vehicle Valeting		Spinning & Weaving
	☐ Bathrooms & Showers	☐ Environmental Agencies & Services		Motorcycle Servicing & Repairs		Sports & Fitness Activities/Clubs
	☐ Beauticians & Beauty Treatments	☐ Equestrian Activities/Services		MP		Sports Goods/Equipment
	☐ Blacksmiths/Farriers	☐ Estate Agents		MSP		Stained Glass
	☐ Boat Hirers/Trip Operators ☐ Boats & Boat Accessories	☐ Family History/Genealogy ☐ Fancy Dress		Museums & Heritage Centres Music Tutors		Stationers
	☐ Body Piercing	☐ Fancy Goods		Musical Instrument Sales/Repair		Stevedoring Services
	☐ Bookmakers	☐ Fencing/Fencing Contractors		Musical Supplies & Services		Stone Masons
	□ Booksellers	☐ Film/TV Production		Naval Architects		Supermarkets Surfacing Contractors
	□ Boys' Wear	☐ Financial Advice & Services		Net Manufacture & Repair		Surveyors
	☐ Breweries	☐ Fire Brigade (In emergency dial 999)		News Agencies/Journalists		Surveyors - Marine/Cargo
	☐ Bridal Wear & Wedding Services	☐ Fire Fighting Equipment		Newsagents		Surveyors - Quantity
	☐ Building Contractors	☐ Fires & Fireplaces		Newspapers/Magazines		Take Away Food
	□ Building Supplies □ Bus or Mini-bus Services	☐ Fish & Chip Shops ☐ Fish Hatcheries		NHS24 Nurseries/Day Care/Playgroups		Tarpaulins
	☐ Business/Management/Office Services	☐ Fish/Shellfish Farms		Nursery Goods] Tattooists
	☐ Butchers	☐ Fish/Shellfish Marketing/Sales		Off Licences		Taxis/Private Car Hire
	☐ Cafes & Snack Bars	☐ Fish/Shellfish Processing		Office/Business/Communications Equipment		Telecommunications
	☐ Camping & Outdoor Equipment	☐ Fishing Associations		Oil & Lubrication Oils		Theatres/Theatrical Services
	☐ Car, Van, Mini-bus & Bus Hire (see Vehicle Hire)	☐ Fishing Companies/Agents		Oil Field Services/Supplies] Therapists] Tilers (Interior)
	☐ Caravan & Camping	☐ Fishing Industry (Equipment & Services)		Oil Industry Services/Supplies		Timber Merchants
	☐ Caravan Hire ☐ Cards (Postcards/Greetings etc)	☐ Fishmongers		Oil Supply Bases & Terminal		Tobacco & E-Smoking Products
	☐ Cards (Postcards/Greetings etc)	☐ Flooring/Floor Coverings ☐ Florists		Opticians/Optical Repairs Outdoor Centres		Toiletries & Cosmetics
	☐ Catering Services/Supplies	☐ Food/Drink Suppliers/Services		Paint Supplies		Tool Supply/Hire
	☐ CD/DVD Retailers/Services	□ Footwear		Painters & Decorators/Painting Contractors		Tour Operators
	☐ Central Heating	☐ Footwear Repairs		Pest Control		Tourism Services
	☐ Charity Shops	☐ Freight Handling		Pet Shops & Accessories		Toys/Games/Hobbies
	☐ Chemist Shops	☐ Frozen Foods Supplies		Petrol Filling Stations		Trade & Professional Associations
	☐ Children's & Baby Wear	Fruiterers		Petrol Pump Services		Trailer Agents
	Children's Reporter	☐ Fuel Suppliers ☐ Funeral Directors		Pharmacies Rhotographers		Translators
	☐ Children's Welfare/Services☐ Chimney Sweeps	☐ Furniture		Photographers Photographic Goods & Services		Transport Partnership
	☐ China, Glass & Pottery	☐ Garage Services		Physiotherapists] Travel & Luggage] Travel Agents
	☐ Chiropodists/Podiatrists	☐ Garden Centres/Garden Supplies		Picture Framing		Unclassified (in A to Z list only)
	☐ Chiropractors	☐ Gardening/Garden Maintenance		Plant Hire		Upholsterers
	☐ Churches & Religious Organisations	☐ Gas Supplies & Services		Plants & Horticulture] Valuers
	☐ Cinemas	☐ General Stores/Retailers		Plasterers		Vehicle Hire
	☐ Civil Engineering Contractors	☐ Giftware		Plumbers		Veterinary Surgeons
	☐ Cleaning Services/Supplies	☐ Glass Merchants		Police (In emergency dial 999)		Video/DVD Photography/Production
	□ Coach Hire □ Coastguard (In emergency dial 999)	☐ Glazing Contractors ☐ Government Depts. & Agencies, Central & Local		Politics Post Offices		Voluntary/Charitable Groups & Organisations
	☐ Coasiguald (in emergency dial 999) ☐ Commercial Vehicle Garages	☐ Graphic Designers (See Design)		Printers		Wallpaper Supplies
	☐ Community Councils	☐ Grass Cutting Services		Protective Clothing/Workwear		Warehousing/Storage
	☐ Computer Consultants/Training	☐ Greengrocers		Psychologists/Psychotherapists		Waste Management Services
	☐ Computer Supplies/Services	☐ GRP/Fibreglass Manufacture & Repair		Public Halls & Community Centres		Water Services Weather Observations
	☐ Computerised Services	☐ Guns & Ammunition		Public Houses & Bars		Weaving (see Spinning)
	☐ Concrete & Concrete Products	☐ Hairdressers		Publishers		Web Designers/Consultants etc
	☐ Confectioners	☐ Harbour Authorities		Quarries Padio Communications & Equipment		Welding
	☐ Conservation ☐ Consulates	☐ Hardware ☐ Haulage Contractors		Radio Communications & Equipment Radio Stations		Wholesalers
	☐ Consulates ☐ Couriers/Collection/Delivery Services	☐ Health & Safety		Record Labels] Wildlife
	☐ Craft Product Manufacture/Retail	☐ Health & Wellbeing		Recycling		Wind Power Services
	☐ Crane Hire/Operators	☐ Health Centres		Refrigeration Equipment		Window & Door Manufacture/Supply
	☐ Curtains/Blinds	☐ Health Foods/Whole Foods/World Foods		Refuge		Window Cleaning Services
	☐ Cycle Retail/Hire/Repair	☐ Heating/Boiler Equipment & Services		Registrars		Wood Stripping
	D.I.Y. Supplies/Services	☐ Home Furnishings		Religious Organisations (see Churches)		Woodworm & Dry Rot Control
	☐ Dairies & Dairy Products ☐ Dentists	☐ Hospitals ☐ House Kits		Remote Working Facilities Removals		Wool, Yarn & Textiles Youth Centres/Clubs/Organisations