

# Targeted Advertising

## Waterworks in Watford? Extended opening hours in Exeter?

No matter where you need to advertise, the Daily Mail can be your one stop print shop for all your advertising needs. Book a national advertisement in our Public & Legal Notices section and you can now choose the option of running up to eight different regional splits with different notices in each! Thus providing you with an alternative to using multiple regional press.

This is an ideal opportunity for our many advertisers with diverse advertising needs in an assortment of geographical locations to reach our 5.1 million readers across the UK.

Perhaps, most importantly, there will be no extra charge for this new service which will help you target your ideal candidates and use the Daily Mail as a cost effective platform for your Public & Legal Notice.

### KEY FEATURES

Booking a national advert and then running different copy by region is easy – simply let your contact know you intend to copy split. The copy splits you choose are entirely flexible with a choice of:

**London**      **Midlands & East of England**

**North East**   **Scotland**

**South East**   **South West**

**Ulster**        **Yorkshire & North West**

Scotland continues to be available as an eighth region to boost the response of your national booking.

Adverts can run with different copy in all eight regions. If you wish to book either North or South only space and then copy split please call us to discuss the availability of this option and the range of copy splits open to you. We are happy to discuss your requirements. Please contact us for more information.

Booking and copy deadline is strictly 2 working days in advance at 4pm for mono and 3 working days in advance for colour adverts.

Please supply written confirmation and a copy of visuals direct to your booking contact as well as copy through the usual channels.

For further details please call:  
0207 938 6518

