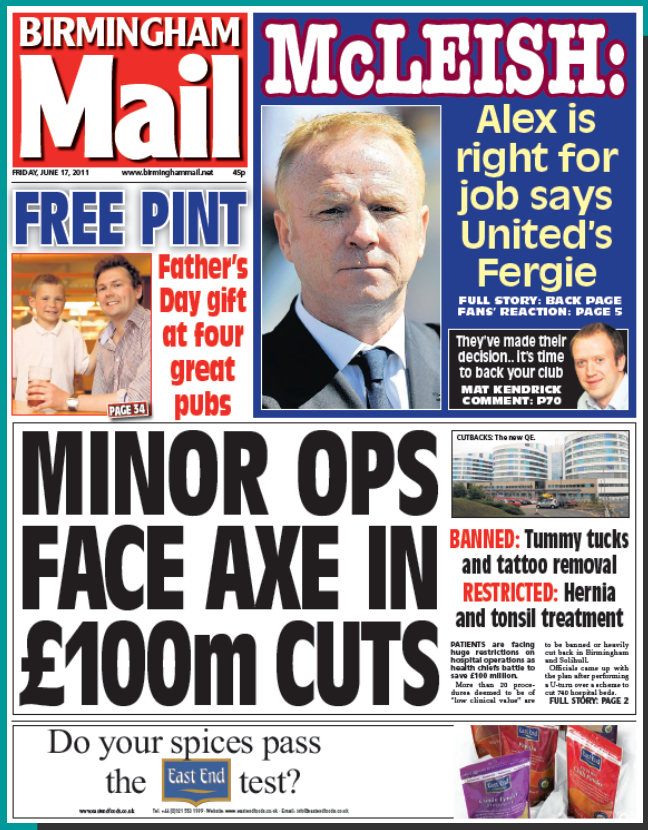
BIRMINGHAM Mail

‘New Season Football Special’

Wednesday 3rd August 2011

Football is a big driver for us in terms of newspaper sales so we know the New Season Football Special will reach a captive audience.

Advertising within the supplement will enable you to reach over 130,000 local people - many of whom could be potential customers for your business.


BIRMINGHAM Mail

FRIDAY, JUNE 17, 2011 www.birminghammail.net 45p

FREE PINT

Father's Day gift at four great pubs

PAGE 34

McLEISH: Alex is right for job says United's Fergie

FULL STORY: BACK PAGE
FANS' REACTION: PAGE 5

They've made their decision... it's time to back your club

MAT KENDRICK COMMENT: P70

MINOR OPS FACE AXE IN £100m CUTS

CUTBACKS: The new QE.

BANNED: Tummy tucks and tattoo removal
RESTRICTED: Hernia and tonsil treatment

PATIENTS are facing huge restrictions on hospital operations as health chiefs battle to save £100 million.

More than 20 procedures deemed to be of "low clinical value" are to be banned or heavily cut back in Birmingham and Solihull.

Officials came up with the plan after performing a U-turn over a scheme to cut 740 hospital beds.

FULL STORY: PAGE 2

Do your spices pass the East End test?

The Birmingham Mail ‘New Season Football Special’ will be a 48 page pull-out-and-keep supplement including:

- Detailed analysis of the Birmingham clubs
- Fixtures for the exciting new season ahead
- Full coverage of the pre-season tours

To advertise call 0121 234 5000

bpm MEDIA

Raedership Source: JICREG Oct 2010

ADVERTISING OPTIONS

A | Full supplement sponsorship

- 4 x 9 advertisement strip at the base of all internal pages (46 pages)
- Logo, 'in association with' and 4 x 9 advertisement on the front page
- Full page advertisement on back page

B | Section sponsorship

- 4 x 9 advertisement strip at the base of all pages within one of the following sections:

- Aston Villa section (13 pages)
- Birmingham City FC section (13 pages)
- West Bromwich Albion section (5 pages)
- Wolverhampton Wanderers section (5 pages)
- Walsall FC section (2 pages)
- Football fixtures section (centre double page spread)
- Front and Back sections (pages 2-4, 46 and 47)

- 'in association with' on the front page

C | Single 4 x 9 advertisement

SUPPLEMENT FLAT PLAN

PLEASE NOTE: Additional advertising space / alternative sizes can be requested

4 x 9	Overview / writer's predicitions 4 x 9 / 4 x 9	Celebrity/pundits predictions 4 x 9	Editorial - Villa Manager 4 x 9	Editorial - Villa 'one to watch' 4 x 9
	Editorial - Villa analysis 4 x 9	Editorial - Villa star man 4 x 9	Editorial - Villa skipper 4 x 9	Villa Tour - reports & pictures from Hong Kong 4 x 9 / 4 x 9
	Villa Tour - reports & pictures from Hong Kong 4 x 9 / 4 x 9	Villa Tour - reports & pictures from Hong Kong 4 x 9 / 4 x 9	Villa Tour - reports & pictures from Hong Kong 4 x 9 / 4 x 9	Villa Tour - reports & pictures from Hong Kong 4 x 9 / 4 x 9
	Villa Tour - reports & pictures from Hong Kong 4 x 9 / 4 x 9	Villa Tour - reports & pictures from Hong Kong 4 x 9 / 4 x 9	Villa Tour - reports & pictures from Hong Kong 4 x 9 / 4 x 9	Betting Editorial - Blues Manager 4 x 9
	Editorial - Blues 'one to watch' 4 x 9	Editorial - Blues analysis 4 x 9	Editorial - Blues star man 4 x 9	Editorial - Blues skipper 4 x 9
	Fixtures spread 4 x 9 / 4 x 9	Blues Tour - reports & pictures from Hong Kong 4 x 9 / 4 x 9	Blues Tour - reports & pictures from Hong Kong 4 x 9 / 4 x 9	Blues Tour - reports & pictures from Hong Kong 4 x 9 / 4 x 9
	Blues Tour - reports & pictures from Hong Kong 4 x 9 / 4 x 9	Editorial - Albion Manager 4 x 9	Editorial - Albion 'one to watch' 4 x 9	Editorial - Albion analysis 4 x 9
	Editorial - Albion star man 4 x 9	Editorial - Albion skipper 4 x 9	Editorial - Wolves Manager 4 x 9	Editorial - Wolves 'one to watch' 4 x 9
	Editorial - Wolves analysis 4 x 9	Editorial - Wolves star man 4 x 9	Editorial - Wolves skipper 4 x 9	Editorial - Walsall 4 x 9
	Editorial - Walsall 4 x 9	Editorial - Non league 4 x 9	Editorial - Transfers & Quiz 4 x 9	Full Page

bpm MEDIA