

Somersham, Earith, Bluntisham, Colne, Pidley, Warboys,  
Old Hurst, Broughton, Wistow, Woodhurst and Upwood

Printed circulation: 6500 copies per edition delivered monthly to homes and businesses.

A5 booklet: Colour on white 170gsm cover, black on white 80gsm inside pages

## 2018 Advertisement Rates - Plus VAT

	<u>1/4 page</u>	<u>1/2 page</u>	<u>full page</u>
1 Month	£65	£95	£135
3 Months (consec)	£120 (€40)	£168 (€56)	£258 (€86)
6 Months (consec)	£192 (€32)	£276 (€46)	£474 (€79)
Full year (11 editions)	£275 (€25)	£396 (€36)	£583 (€53)

Front Cover mention £30.00 per month

Back Cover Full Colour - Prices on application

### Artwork requirements

- PDF in black and white or greyscale
- Microsoft office documents also acceptable, however will incur £10 conversion charge
- A7 portrait for quarter page
- A6 landscape for half page
- A5 portrait for full page
- Images and pictures to be sent separately as JPEG - 300 dpi resolution minimum required.

If you do not have print ready electronic artwork we can set something for you. Prices from

- £5 to proportionally resize a PDF file
- From £20 for quarter page
- From £25 for half page
- From £35 for full page
- Additional charge for any image costs

Adverts are to run for consecutive months.

Non-fixed copy or non consecutive months (min 3 months) rates available on request.

All prices plus VAT. Equivalent monthly costs in brackets.

**Adverts to be paid for in full in advance.** Bookings are firm once paid for and artwork must be received by the 6th of the month prior to publication at the latest.

**Failure to provide suitable artwork in time will result in a basic advert being run.**

### Advertising Tips:

To get the maximum return and to monitor the success of your advert put something specific into the advert that will enable you to link the customer back to where they saw the advert.

Great examples of this are sales promotions such as discounts or buy one get one free type of offers. Make sure you put a time limit on it so that the customer needs to act quickly.

Remember it often takes a potential customer several exposures to your product and company before they purchase.

Concentrate on the key points as to why the customer should act now.