

COLOUR ADVERTISING RATE CARD – FROM JANUARY 2022

Rendlesham Parish Magazine

Ad Size	1 Month	3 Months	6 Months	12 Months
1/8th Page – Landscape <i>63.75mm deep x 93mm wide</i>	£15.60	£39.00	£62.40	£93.60
1/4 Page – Portrait <i>132.5mm deep x 93mm wide</i>	£27.60	£68.88	£110.40	£165.60
1/2 Page – Landscape <i>132.5mm deep x 190mm wide</i>	£51.00	£127.50	£204.00	£306.00
1/2 Page – Portrait <i>270mm deep x 93mm wide</i>	£51.00	£127.50	£204.00	£306.00
Full Page – To Type Area <i>277mm deep x 190mm wide</i>	£94.20	£235.50	£376.80	£564.00
Full Page – To Bleed <i>297mm deep x 210mm wide with 5mm bleed all round</i>	£94.20	£235.50	£376.80	£564.00
Col Inside Front Cover <i>132.5mm deep by 190mm wide</i>				
Col Back Cover <i>297mm deep by 210mm wide with 5mm bleed all round</i>				

BY NEGOTIATION

Adverts in these spaces need to be booked under a 12-month volume discount agreement

As of January 2022

FAQs

- **Where do we send the advert?**

Please send it by email to admin@rendleshampc.org.uk

- **What information is needed?**

Your name, company name, company postal address, contact email address, advert and contact telephone number please.

- **How much notification do you require to place the advert?**

The advert must be with us by the 10th of the month before the month of publication/issue, ie. for a February issue, we need it by 10th January please, and so on.

- **In which format must the advert be sent?**

Artwork should be supplied as a high-resolution JPEG, but we will accept high-resolution PDFs or an eps file too.

Anything in colour (be that text, logo, photographs) should all **use the CMYK colour system**, not RGB – as the colours will not be true when printed.

If you use a specific font, please **convert all text from font to “outlines”**, in case our printers do not have the exact cut of the font you use, which could mean it may look peculiar when reproduced through this high-end technology.

- **Can we change the advert at any time?**

Yes, you can change an advert at no extra charge to add special offers etc, even month by month. You send us the revised advert at the same size as booked, and we simply insert it.

***PLEASE NOTE:** if you are producing the artwork yourself, anything created in Canva is modern and stylish, but is not high resolution. We need 300 dpi or above.*

*If you cannot produce artwork to our specification, don't worry, we can do it for you at a one-off price of **£30.00**. For that you get 2 revisions. So, let's say you're a florist and you have a whole range of different floral displays, and you want one for Valentine's Day, one for Mother's Day, another for Easter, you book a run of 3 months. If you like the first advert we produced for Valentine's Day and made no changes, the next month we revise it with a Mother's Day bouquet, the following month is revised with an Easter themed table display at no additional cost to you.*

- **If any changes are required, how much notice do you need?**

By 10th of the month before publication.

- **How do we pay?**

Rendlesham Parish Council will invoice you by email and the payment instructions are on the face of the invoice. Please make payment within seven days of receipt.

- **When is the Parish Magazine distributed?**

Within the first few days of each month.

- **To whom is it distributed?**

A team of volunteers deliver one copy of the Magazine to each of the 1400 households in Rendlesham. Extra copies are left in the Church, Costcutters, in Perspex dispensers around the village and at Tunstall Garage for visitors to pick up.

Please give the Admin Office a call or email if you have any further questions.

Administration Office

Rendlesham Parish Council

01394 420207