

STANDARD INFORMATION FOR ANY NEW BUSINESS WISHING TO ADVERTISE IN THE MONTHLY WESTBURY AND YOCKLETON NEWSLETTER

Standard (minimum) Size Adverts : These are all in boxes sized 7.90 cm x 5.43 cm (landscape layout only), about the size of a business card and cost £2.50 per month. Minimum booking is for 6 months @ £15.00. I will email you again asking if you wish to book for a further six months during the last month that your advertisement appears. You may of course book for 12 months @ £30.00*. If you book for a year in advance, you get a “secure placement” which will carry on for as long as you want it to, subject to your paying the renewal invoices on time. New adverts start on the back page and - month by month - move forward column-by-column towards page two, after which they re-start at the back. This ensures that all businesses receive equal coverage throughout the year. As there is a small turnover in the adverts, they will also slowly move up and down the page. Printing will be in full web colours

Before sending me your advert **PRINT this sheet out and make sure your advert fits the relevant box** and is readable at that size.

	7.90 cm	
	This is the minimum size advert allowed. 6 months is the minimum you can book.	
5.43cm	6 months	6 x £2.50 - Total £15.00
	12 months + secure placement	12 x £2.50 - Total £30.00*
	79.0 x 54.3mm (2mm all round inner margin)	

	7.90 cm	
	We run double standard size adverts i.e. 7.9cm wide x 10.86cm deep	
	The minimum number of months you can book is six, so that would be:	
	6 months	6 x £5.00 - Total £30.00
	12 months + secure placement	12 x £5.00 - Total £60.00*
	Double size	
	79.0 x 108.6mm (2mm all round inner margin)	

Other Size Adverts:

- 1 A Full (A4) page advert, this is priced at £30 per month and is in portrait layout. There is no minimum number of months for which a full A4 size page advert may be booked in advance.

- 2 A Half (A4) page advert, this is priced at £15 per month and needs to be in landscape layout. The minimum number of months for which a half A4 page size advert can be booked in advance is six.

All adverts submitted need to be no lower than 200dpi for print quality and sent to me as a JPG – but separately attached to your covering email, rather than being copied/pasted into the body of your email..

As a guide, I need to receive the graphic of any new business advert about halfway through the preceding month, so that I can email the business concerned with a pdf copy of their advert (as it will appear on the relevant page) for their approval. Once the business has confirmed they are happy with the advert and the number of months for which they wish to book, I will email an invoice and, as soon as payment has been received, the advert will be included in the next issue of the Newsletter.

For secure slots, I will email a single “invitation to renew” invoice once your last paid for advert is published. I will not publish an advert which is unpaid after the expiry date on the invoice. If you pay late, you are at risk of losing the secure slot.

PAYMENT

We cannot accept payment by BACCs or Credit or Debit cards - only **Cheques which need to be drawn in favour of Westbury Village Hall** (who provide us with banking facilities) **but posted to me at the address given below** so that I may photocopy each cheque for my Newsletter records before passing it on to our Village Hall Committee's Treasurer to be credited to our Sub-Account within their main account.

Please let me know which size advert you prefer and for how many months you wish to book, so that I can then invoice you – it would be good to get your advert into our next issue. However, we do require receipt of payment before we place an advert.

For our records, I need the name of your business, your postal address, your email address and your landline and mobile telephone numbers. We are no longer able to absorb postal charges within the above costings. If you cannot provide me with an e-mail address to send your invoices, I need to add a charge to each invoice to cover the cost of posting a paper copy. The initial invoice will carry a charge of £2 to cover itself and the first renewal invoice. Subsequent renewal invoices will carry a £1 charge to cover the next renewal invoice. If you need a receipt on paper, please enclose a stamped addressed envelope with your payment.

Several of the businesses have stated that they find our Newsletter is a very cost-effective advertising platform and we appreciate the financial support we gain from them as we are running the Newsletter on a voluntary basis with no grant from Westbury Parish Council or any other funding or any profit.

My deadline for News items is the last Monday in the previous month, unless that Monday happens to be a Bank Holiday - when it will be the last Tuesday in the previous month. If, however, the last Monday in the previous month is too close to the end of the month to give me time to produce the Newsletter, I will advise accordingly which month your advertisement will commence.

Should you have any questions please feel free to contact me – via my email.

Rita Waters (Mrs)

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