

## **DEDDINGTON NEWS SHORT-RUN ADVERTISEMENTS AND INSERTS**

### ***Advertisements***

- *DN* carries short-run monthly ads interspersed among the editorial copy
- **2018–19 rates:**
  - 1/6p (82mm x 82mm): **£15pm**
  - 1/4p (125mm high x 82mm wide): **£20pm**
  - 1/2p (125mm high x 170mm wide): **£40pm**
- **Contact the short-run ad manager, Debbie Grimsley, grimsleyhome@live.co.uk, 07765 243748**
- Print-ready copy must be submitted by the 10th of the month preceding publication
- Copy must be print-ready; copy not print-ready incurs an extra charge of £20
- The design should have good contrast, not be too subtle nor have large black areas
- *DN* does not endorse or recommend any of the advertising organisations
- Space should be reserved as early as possible
- Space cancelled within one week of copy deadline will be charged for
- 1/6p and 1/4p adverts are limited to a maximum continuous three-month run with a one-month interval before resuming. By request, it may be possible to increase the run subject to demand and pressure on space.
- 1/2p adverts are limited to a maximum two-month run with a one-month interval before resuming. By request, it may be possible to increase the run subject to demand and pressure on space.

### ***Inserts***

- **Cost: £40**
- No more than three inserts will be carried in any one month
- The advertiser is responsible for supplying 1,100 A5 or A4-folded copies
- Inserts are added in the collation process
- Adverts and inserts are chargeable if they are promoting an event with an entry charge, whether for a charity or not