

DEDDINGTON NEWS ADVERTISEMENTS AND INSERTS

- DN carries 18 pages of annual adverts as well as short-run monthly adverts printed on the copy pages and inserts added in the collation process
- There are ten issues per year - none in January or August
- 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 organisation
- Adverts and inserts are chargeable if they are promoting an event with an entry charge, whether for a charity or not

Annual advertisements

- 2018 rates are:
 - 1/6 page (820mm x 820mm) @ £80pa
 - 1/4 page (1250mm tall x 820cm wide) @ £105pa
 - 1/2 page (1250mm tall x 1700mm wide) @ £200pa
 - Inside front and inside back covers (1/2 page) @ £220pa
 - Outside back cover (1/2 page) @ £250pa

Contact the advertisement manager, Sandie Goundrey,
mailto:sandiegoundrey@gmail.com, 07730 406754

- Most of the annual advertisements are printed in black on pale yellow paper, interleaved with the copy pages
- Letters inviting annual advertisements are sent out in autumn with space allotted on a first-come, first-served basis
- New advertisers expressing interest at other times are added to the list of those receiving the autumn invitation letter
- Space may become available in July when minor changes may also be made

Short-run adverts

- 2018 rates are:
 - 1/6 page (820mm x 820mm) @ £15 per month
 - 1/4 page (1250mm tall x 820mm wide) @ £20 per month
 - 1/2 page (1250mm tall x 1700mm wide) @ £40 per month

Contact the short-run advertising manager, Debbie Grimsley,
mailto:grimsleyhome@live.co.uk, 07765 243748

- Space should be reserved as early as possible
- Short-run adverts are interspersed among the editorial copy
- Print-ready copy must be submitted by the 10th of the month preceding publication
- Space cancelled within one week of copy deadline will be charged for
- 1/6 and 1/4 page 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.
- 1/2 page 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

- No more than three inserts will be carried in any month
- The advertiser is responsible for supplying 1,100 A5 or A4 folded copies
- The cost is £40