

DEDDINGTON NEWS SHORT-RUN ADVERTISEMENTS AND INSERTS

Advertisements

- DN carries short-run monthly ads interspersed among the editorial copy
- **2020 rates (effective 1 January 2020):**

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, monthly@deddingtonnews.co.uk, 07765 243748**
- Print-ready copy should be submitted by the 10th of the month preceding publication.
- Copy must be print-ready: 300dpi jpgs or PDFs at the correct size.
- Copy not print-ready may incur an extra charge of between £10 and £30, depending on the amount of work involved and at the discretion of the DN editors.
- The design should have good contrast, not be too subtle nor have large black Areas.
- Space should be reserved as early as possible.
- Space cancelled within one week of copy deadline is chargeable.
- 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