

ADVERTISING BOOKING REQUEST FORM (1 April 2021 - 31 March 2022)

See overleaf for details of how to return this form

Company / Organisation / Nature of Business:

Name of contact:

Address:

Telephone: Home:

Business:

E-mail:

Advertising Requirements: Please tick boxes

| Size of advert (see overleaf for details) | |
|-------------------------------------------------|--------------------------|
| Standard size 5 cm tall 5.8 cm wide | <input type="checkbox"/> |
| Larger size 8 cm tall 5.8 cm wide | <input type="checkbox"/> |
| Size 10L (Only available if used already) | <input type="checkbox"/> |

| Months in which advert is to appear | | | |
|-------------------------------------|-----------|----------|----------|
| April | May | June | July |
| August | September | October | November |
| December | January | February | March |

Artwork/text: already sent to follow shortly as existing

Please tick this box if you wish to reserve advertising space in all 12 issues, but wish to pay for 6 months at a time. (Note this qualifies for a discount of 20%, not 30%.)

I note the costs and discounts set out overleaf.

I acknowledge the terms and conditions set out in the adjoining Advertising Prospectus. I note that advertising is restricted and I may not be allocated the advertising requested.

Signed: Date:



Advertising Prospectus

Policy

Advertising is limited to 20% of page space.

Priority is given to businesses based in Painswick during the initial booking period, but we may limit the number of adverts offering similar services. From businesses based outside the parish, we look to achieve a range of relevant services.

Booking

Advertising requests are sought early each year and space is allocated for the coming year. Subsequent requests will be dealt with subject to space availability. All advertisers must complete a Booking Request Form.

The Booking Request Form is sent to all existing advertisers and others expressing interest in January. Only those returning a completed Booking Request Form by the specified date in February will be considered when allocating space. Advertisers will be advised of the outcome shortly thereafter and invoices issued.

Invoicing and Payment

Payment should not be sent with the Booking Request Form. An invoice will be issued after the advertising request has been accepted. Payment must be made by the specified date (usually about three weeks later).

Prices

The cost of each size of advert is set out on the reverse of the Booking Request Form. Discounts are given for 6 and 12 adverts appearing during the year and paid for at the outset. Discounts expire if payment is not made by the date specified.

Please note that the full discount is not available if you plan to change the advert each month. Please get in touch to discuss your requirements. Occasional changes may be subject to a £5 charge.



continued overleaf

Advertising Prospectus continued

Alterations

We reserve the right to make a pro-rata charge for new or revised adverts depending on the amount of work involved.

The responsibility of notifying us of changes where the content is date sensitive lies with the advertiser. We will pull adverts, without notice or refund, if an updated advert is not received during the first week of the month before the month in which it is to appear. Alternatively we will revert to a default version.

Artwork

We are pleased to receive an advertisers own artwork, though it must comply with the specifications set out on the Booking Request Form. Artwork is printed in black and white.

All artwork, including any changes (however minor) must be in our hands four weeks before the Beacon is published. (Publication date is normally on the first Saturday of the month.)

We offer to lay out text-only content on behalf of an advertiser, with or without a logo supplied to us. We will ask the advertiser to confirm the advert is satisfactory before publication. Please allow sufficient time for this process to be completed by the deadline set out in the paragraph above. Please discuss timescales with us at the earliest opportunity if you require our help.

Advertiser's Obligations

Adverts are accepted on the understanding that full responsibility lies with the advertiser for ensuring that the material provided for publication is accurate, not misleading, and does not contravene any legislation or codes of practice in force at the time of publication.

Beacon Errors – Liabilities

If the Beacon makes a mistake in printing an advert, and it substantially detracts from the advert, we will waive the charge for that one advert provided we are notified immediately after publication. Advertising requests are accepted on the understanding that the Beacon has no other liabilities whatsoever.

Completed Forms should be returned:

by post to: Peter Rowe, The CHURN, Hale Lane, Painswick, GL6 6QF

by email to: advertising.beacon@painswick.net

by delivered by hand into the green Beacon letter box situated next to the phone box at the corner of New Street and Victoria Street and marked "Box Advertising".

Artwork

Artwork supplied by the advertiser must be in proportion to the space booked. We prefer that it is exactly twice the size of the advert required, in a computer file preferably in jpg format at 600dpi or alternatively as a pdf file. It will be printed in black and white, though may appear in colour in the copy of the Beacon appearing on our website. It should be crisp in its definition and include a line box surround.

Examples can be seen in recent issues of the Beacon, or at: www.painswickbeacon.org.uk

As we send artwork to our printers in 600dpi definition, the quality of that supplied to us is critical.

Artwork should be sent by email to the email address above. It must be received four weeks before the Beacon is published. Publication date is normally the first Saturday of the month.)

| | Dimensions | Price |
|---------------|-------------------------------------------------------------------|----------------------------------------------|
| Standard Size | 5 cm tall 5.8 cm wide | Single insert: £ 17.00 |
| | | Series of 6 inserts (20% discount) £ 81.60 |
| | | Series of 12 inserts (30% discount) £ 142.80 |
| Larger Size | 8 cm tall 5.8 cm wide | Single insert: £ 29.24 |
| | | Series of 6 inserts (20% discount) £ 140.35 |
| | | Series of 12 inserts (30% discount) £ 245.62 |
| Size 10L | Discontinued except for advertisers already using this size | Single insert: £ 37.40 |
| | | Series of 6 inserts (20% discount) £ 179.52 |
| | | Series of 12 inserts (30% discount) £ 314.16 |