

Guidelines for advertising in the Brookwood Newsletter

Thank you for expressing an interest in advertising in the newsletter. We hope these guidelines will be useful to you.

750 copies of the newsletter are printed each month and delivered to every home in Brookwood and to a small area of the army camp. In addition newsletters may be collected from the station, the PO and the butchers in the village.

1) How much advertising space is there?

We have one sponsor – currently Seymours – and they have a box on the front page of the newsletter. In addition we offer half the back page for advertising which can be divided as follows: 2 x ¼ page ads; 4 x 1/8 page ads or 1 x ¼ and 2 1/8page ads.

We do not normally put advertising anywhere else in the newsletter.

2) When can I put my ad in?

Often in the next available issue but sometimes there is a waiting list and we will add you to it. If you want a particular month, please let us know in good time and we will reserve a space for you.

3) What can I put in my ad?

You can design it as you want and include photos if you wish but please be aware that these are normally printed in black and white and need to be clear. We advise giving basic details of your business, including a phone number and an email address.

4) Can you help me design my ad?

We can help if you wish. We can also advise on size and quantity of font. For information, the newsletter is printed in Ariel but you don't have to use that font. If you want us to help with the design please make sure that time is built in to do this. We can't work miracles on 19th of the month!

5) What format should I use?

A pdf is the normal format. This ensures that the text cannot be altered.

6) Will my ad be proof-read?

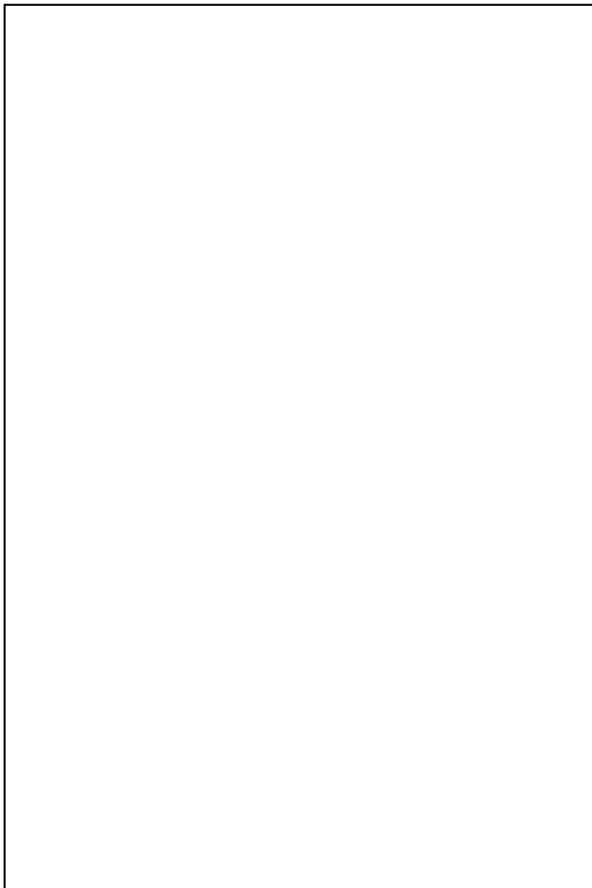
You are responsible for the text you submit so you should check it thoroughly yourself. It will be proof-read for grammar and spelling. Any changes will be brought back to you for you to make the amendment yourself.

7) What about costs?

The cost for a $\frac{1}{4}$ page is £45. The cost of a $\frac{1}{8}$ page is £25. You will be billed by our treasurer after the ad is published. We would ask you to settle the invoice within 30 days of receipt.

Sizes:

Quarter page is 14cm x 10cm



An eighth of a page is 6.5cm x 10cm

