



# Vale Advertising

Media Pack

Your Business is Our Business

ISSUE: AUGUST 2018

GILLINGHAM & SHAFTESBURY

# GUIDE

READ BY OVER 13,500 PEOPLE. YOUR MONTHLY FULL COLOUR MAGAZINE DELIVERED DIRECT TO YOUR DOOR

100

AMBULANCE

KEEP CLEAR

VALE ADVERTISING  
vale-advertising.co.uk  
01747 823699

- Puzzles • Crosswords • Mindbenders • Wordsearch
- Advertising • Club and groups information • Events

Vale Advertising  
Unit 111 The Wincombe Centre, Wincombe Business Park,  
Shaftesbury SP7 9QJ  
Tel 01747 823699



# Vale Advertising

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**Your Business is Our Business**

Would you like to reach over 14,000 readers with fantastic value, high quality advertising?

Where do 90% of your customers live?

The answer is:

**LOCALLY**



When you advertise with **Vale Advertising**:

We hand deliver to over 6,800 local households and businesses in and around Gillingham, Shaftesbury, and Motcombe about you and your business every month. That is over 14,000 readers seeing your advert.

With superb quality, low-cost advertising we offer the perfect opportunity for businesses to get in front of potential new customers.

If you own or work in a business for which Gillingham, Shaftesbury or the surrounding villages are part of your target market, then you should be advertising with us!

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## Benefits to advertisers:

- It is truly local. Gillingham & Shaftesbury Guide is produced locally and all advertisers operate in or close to the towns. There is compelling evidence that local services are preferred by the majority of the UK population.
- Price. Gillingham & Shaftesbury Guide represents incredible value when your target market includes the residents of Gillingham and Shaftesbury.
- No VAT. The price you see is the price you pay. This is because we are a small independently family run business.
- Longevity. Our magazines won't be thrown away each week like a newspaper. People keep it as a reference for the whole month. The A5 format means it can be kept on hand near the phone.



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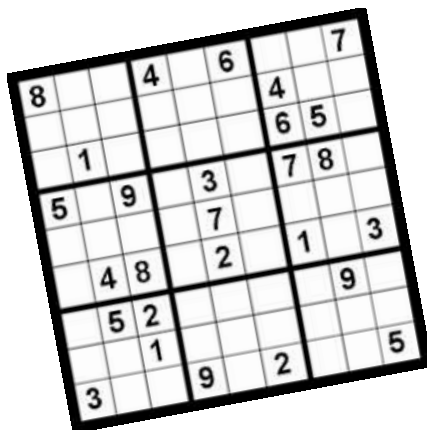


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- Quality. Our magazines have a very high standard of print & production in full colour on 115 gsm gloss art paper.
- Editorial Opportunities. Each month advertisers can be featured in their own editorial spread. This gives them a depth of coverage that is normally only available at huge expense in other publications.
- In addition to your adverts, there is editorial on local community events and activities, together with quizzes and competitions. Readers will find the magazine interesting and stimulating and be able to retain and refer to it throughout the month.



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## Distribution:

- Gillingham & Shaftesbury Guide is published and distributed monthly.
- Gillingham & Shaftesbury Guide is currently hand delivered to over 6,800 homes and businesses in Gillingham, Shaftesbury, and Motcombe.
- That gives us over 14,000 readers every month
- Copies are also available in local cafes, health centres, leisure centres, shops etc.
- Gillingham & Shaftesbury Guide is based on a successful formula “Felpham in Focus” “Villages in Focus”.



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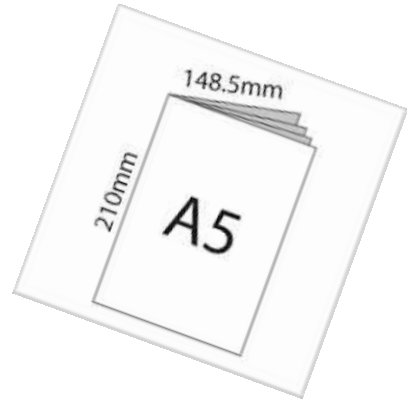
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## Format & Design:

- It is an A5 sized booklet, stapled, printed in 4-colour process throughout.
- Gillingham & Shaftesbury Guide is printed on 115gsm gloss art paper giving it a very high quality feel.



- It has longevity and because of its size, content, look and feel it will be kept by the majority of households as an invaluable reference point and local handbook. As a residents' handbook it gives advertisers 'immediacy of access' when their services are required.

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## Price List per magazine Issue



We are **not VAT registered** so the price you see is the price you pay.

Can be different copy for each month. The discount is for booking multi issues.

Price Per Month	1 Issue	3 Issues package	6 Issues package	Ongoing (min 12 months – no future price increase)
Full Page	£160	£150	£135	£120
Half Page	£85	£80	£70	£65
Quarter Page	£55	£50	£40	£35
Eighth page	£30	£27.50	£25	£20
Back Cover	£200	N/A	N/A	N/A
Inside Front Cover	£175	N/A	N/A	N/A
Inside Back Cover	£175	N/A	N/A	N/A

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Centre Page Voucher	£20	This is taken out in addition to an advert in that month's issue
Provide an advert for client use	From £45	We outsource to professional graphic designers for this.
Leaflet Distribution per 1000	£60/£35	With all current adverts, ¼ page and above discount is available. We can deliver up to 7000.
New Business Package	£30	This includes a 6-month package of ¼ page adverts + one editorial. It is for fledgeling businesses starting out to help with initial introduction to market.
Ongoing packages This is a minimum of 12 months.		There will be no increase in price in the future providing the advertising remains ongoing. Any break in this will result in a new package at the current prices. Ongoing packages must have a standing order set up. Cancellation before 12 months will be subject to the individual month's price. (If 3 – 6 months completed and paid for, the relevant package price will be charged)

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# Vale Advertising

## Media Pack

### Your Business is Our Business

## Advertiser's Guide

### Copy Deadline

- Final copy must be submitted by the 10<sup>th</sup> of each month for inclusion in the following month's edition - please contact us for exact dates for specific issues.



### Packages

- If you book a package you may change the copy providing we have new copy by the 10<sup>th</sup> month for inclusion in the following month's edition

### Payment

- Full payment for all ads must be received by the issue date ie first weekend in the month.
- All discounts are offered for prompt payment and can be withdrawn if payment is not made within 30 days of the invoice date.
- Payment can be made by:
  - Cheque made payable to Vale Advertising.
  - On-line bank transfer.
  - Standing Order
- 12 month (ongoing) packages are payable by standing order or pre-payment.



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## Acceptable Formats

- Ads can be submitted in the following formats:
  - JPEG
  - PDF
  - TIFF
  - MS Word
  - MS Publisher



- Copy can be emailed to [gillinghamguide@btinternet.com](mailto:gillinghamguide@btinternet.com)
- Please ensure Full page & Quarter page ads are in portrait layout and Half page ads in landscape.
- Please note that adverts sent in the wrong size format will be printed and charged as such.

## Advertisement Sizes:

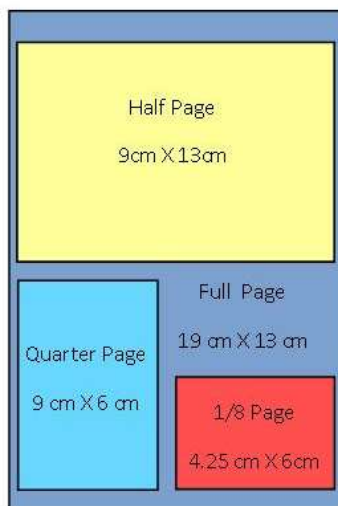
1/8 page advert 60mm x 42.5mm

1/4 page advert: 60mm x 90mm

1/2 page advert: 130mm x 90mm

Full page advert: 130mm x 190mm

Double page advert: 280mm X 190mm



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# VALE

## DISTRIBUTION

FLYERS • LEAFLETS • BROCHURES

We can deliver all your marketing material through our magazine. Reach a potential 14,000 customers. A monthly service to the following areas: Gillingham, Shaftesbury and Motcombe.

For more information call:

**01747 823699**

[gillinghamguide@btinternet.com](mailto:gillinghamguide@btinternet.com)

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Read for yourself



*I have to say thanks for putting together this magazine. I have advertised with Gillingham & Shaftesbury Guide now for 4 months and already had 6 new regular clients. I spent hundreds advertising in the local paper and didn't get anything; this is the best form of advertising I have ever done and I advise all my friends and clients to go through you. Thank you.*

*Sally, advertiser*

*I've just received September's Gillingham & Shaftesbury Guide. What an excellent magazine! Congratulations and please keep up the good work!*

*Gordon, advertiser*

*Thank you, for the time and trouble you take to produce a useful magazine. I've used it several times and always mention it.*

*local resident & reader*

*Thank you for placing my advert. I had a lady in the day Gillingham & Shaftesbury Guide dropped through my letter box, she had moved to the area and seen my advert. She booked and paid which has more than covered the cost of my ad, I couldn't believe it. Thanks.*

*Lisa, advertiser and reader*

*Hi. I received a copy of the Gillingham & Shaftesbury Guide for the first time this weekend - thank you! Good to know you are doing this, and hope it goes very well*

*Local resident and reader*

*Hi, (Our first advert in) the June edition was great thank you. We have had 4 enquiries & bookings so far.*

*Kim, Advertiser*

*Hi, Picked up another new customer today who saw us in Gillingham & Shaftesbury Guide! Yah!*

*Tan, advertiser*

*I had several responses from people who saw my ad in the Gillingham & Shaftesbury Guide so will definitely be back!!*

*Jo xx Advertiser and reader*



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## Vale Advertising Terms & Conditions

The placing of an order with Vale Advertising (hereinafter referred to as "The Publisher") whether in writing, by telephone or by email will be deemed to be an acceptance of these Terms & Conditions by the Advertiser:

- ◆ Your company must provide products or services to the residents and businesses of the areas covered by the magazine Gillingham & Shaftesbury Guide.
- ◆ All adverts are accepted by The Publisher on the understanding that they are copyright free. This includes all images, logos, photos, trade logos, clipart or any other content that is used in the advert. It is the Advertiser's responsibility to acquire any necessary permission for the use of any images, logos, photos, trade logos, clipart or any other content that is used in their advert, editorial, article or any other content.
- ◆ The Publisher reserves the right to refuse/edit advertisements at its discretion. It reserves the right not to accept advertisements which may be considered defamatory or offensive or which promote products that may be considered indecent.
- ◆ Adverts are accepted on the understanding that descriptions of goods and services are fair and accurate. The Publisher cannot accept responsibility for views expressed by contributors, or for the accuracy of claims made by advertisers.
- ◆ Copy for advertisements must be sent to The Publisher before the booking/copy deadline date (generally 10th of the month preceding month of issue, unless advised otherwise usually in the magazine).



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- ◆ Advertisements submitted should be preferably in one of the following formats: JPEG, PDF, TIFF, MS Publisher or MS Word. Copy can be e-mailed to [gillinghamguide@btinternet.com](mailto:gillinghamguide@btinternet.com)
- ◆ Any logos/images/photos supplied should be at a minimum of 300dpi. No responsibility can be taken for the print quality of any image/logo/photo supplied at a lower resolution.
- ◆ Any adverts supplied in JPEG, PDF or any other pre-prepared format will be inserted into the magazines as supplied and will be assumed not to require copy approval. These files should be supplied at a minimum of 300dpi. No responsibility can be taken for the print quality of any advert supplied at a lower resolution. These files may be re-sized to fit the appropriate space.
- ◆ Copy approval will only be invited on adverts the publisher has designed (or sub-contracted out) and the advertiser is being charged accordingly for.
- ◆ If you have requested that your advert/editorial be written/designed by The Publisher, it is your responsibility to ensure that the correct information is passed on to The Publisher about your business and by the advised booking/copy deadline date. Whilst every care will be taken to ensure accuracy, The Publisher cannot accept responsibility for loss, damage or omission caused by error in the printing of an advert or other information. It is The Advertiser's responsibility to request copy approval prior to copy deadline date if they wish to check the advert before it goes to print. No responsibility will be taken by The Publisher for any errors subsequently identified (ie after copy approval).
- ◆ If the advertiser changes the advert after uploaded to the printers they will be liable for a minimum charge of £200, dependent on the costs incurred from the printer to rebook and re-plate the job. If a whole reprint is required they will be liable for the full print costs, minimum £1500.

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◆ All invoices are payable within 7 days of the date stated on the invoice or by the booking/copy deadline date, whichever is sooner and in no circumstances shall the advertiser be entitled to make any deduction or withhold payment for any reason at all. Any adverts for which payment has not been received by the date stipulated may not be published but the invoiced amount will still be due.

◆ Once an advertising package has been confirmed by confirmation telephone call, e-mail or letter, an invoice will be produced. If any such booked advertising is subsequently cancelled after the booking deadline, the full fee may apply. Similarly, once an agreement to advertise in the next issue has been given by any one of the above methods, if the copy does not arrive in time for publication, the full cost of the advertisement will still be due as the space for that advert will have been reserved specifically in the layout of the magazine for that advertiser.

◆ If an advertiser has booked a 3+ month (or more) package and wishes to change their advert in the second or subsequent months, it is their responsibility to ensure that any new advert or change in information reaches The Publisher before the relevant booking/copy deadline date. Otherwise, the previous advert will be re-inserted and no refund will be given.

◆ Without prejudice to any other rights of The Publisher if the advertiser fails to pay the invoice by the due date the advertiser shall not be allowed any discount given in that invoice or in any other way agreed and shall pay interest on any overdue amount from the date of which payment was due to the date of actual payment and shall reimburse to The Publisher all costs and expenses (including legal costs) incurred in the collection of any overdue amount.

◆ Advertisers who take out an ongoing (12 month) package will continue to be advertised and charged unless they cancel the agreement. This cancellation must be received in writing (email) by 10<sup>th</sup> month preceding issue they wish to cancel. They will continue to be charged at the original rate without increase until such

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time as they or the publisher cancel the agreement.

- ◆ Advertisers who cancel an ongoing advert and then decide to re-install the agreement will be charged at the then current rate. (not the same as they were on)
- ◆ Advertisers who pay for their advert by standing order are advised that their advert will be printed in the magazine until such time as they notify The Publisher that they wish to cancel. Standing orders must be set up so that payment is received by the booking deadline date for the month of issue, ie prior to printing. It is the advertiser's responsibility to inform the Publisher if they wish to stop running their advert and such notification must be received by the booking deadline date prior to printing. If the advertiser cancels their standing order without telling The Publisher and the advert is subsequently published as a result, the advertiser will be invoiced separately for the advertising cost thereof. Similarly, if a standing order has been set up for a specific number of issues including the discount for that number of issues and is then cancelled earlier than expected, a separate invoice will be issued for discount already given in respect of the expected longer run of advertising.
- ◆ The Publisher gives no guarantee of the level of response to adverts/editorial/articles etc. The Publisher is unable to offer a refund if no responses are received.
- ◆ The distribution area of the magazine may vary at the discretion of The Publisher.
- ◆ Under the new GDPR legislation, by agreeing to advertising you allow us to hold details for invoicing.
- ◆ This contract is governed by English Law.



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