



# GUIDELINES FOR ADVERTISERS & ARTICLE SUBMISSIONS

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**The Laverstock and Ford Parish Newsletter covers Laverstock, Ford, Bishopdown Farm, Hampton Park and Old Sarum and is currently distributed to over two thousand, eight hundred and fifty households and local businesses.**

The Newsletter is produced bi-monthly (covering two months) It is compiled and edited by Juliet Brain and overseen by Steve Hannath the current Parish Clerk on behalf of the Parish Council with support from David Law who runs the Parish Website [www.laverstock-ford.co.uk](http://www.laverstock-ford.co.uk) and a team of volunteers from within the Parish who assist in the distribution. It is mainly funded by revenue from advertising and intended as a service to the Parish community.

Juliet Brain, Editor & Advertising

[lfparishnews@gmail.com](mailto:lfparishnews@gmail.com)

Steve Hannath

[parish-clerk@laverstock-ford.co.uk](mailto:parish-clerk@laverstock-ford.co.uk)  
01722 326714

It is printed by Richmond Graphics Limited

[richmondgraphics@yahoo.co.uk](mailto:richmondgraphics@yahoo.co.uk)  
01722 711299

## General Guidelines

The newsletter is published as an A5 brochure in portrait and consists of between 72 and 76 pages

It is published in black & white (text) and grayscale (images). As we do not print in colour, where possible, please send images and text in either black & white or grayscale.

We are a local parish newsletter so will consider articles relevant to the Parish or about local groups, organisations or people.

Space is tight so we will generally not consider articles already printed/or intended to be widely printed elsewhere or overtly promoting commercial interests.

We do not include any articles of a party political nature or exhibiting political bias or feature advertising that is counter to the community interest.

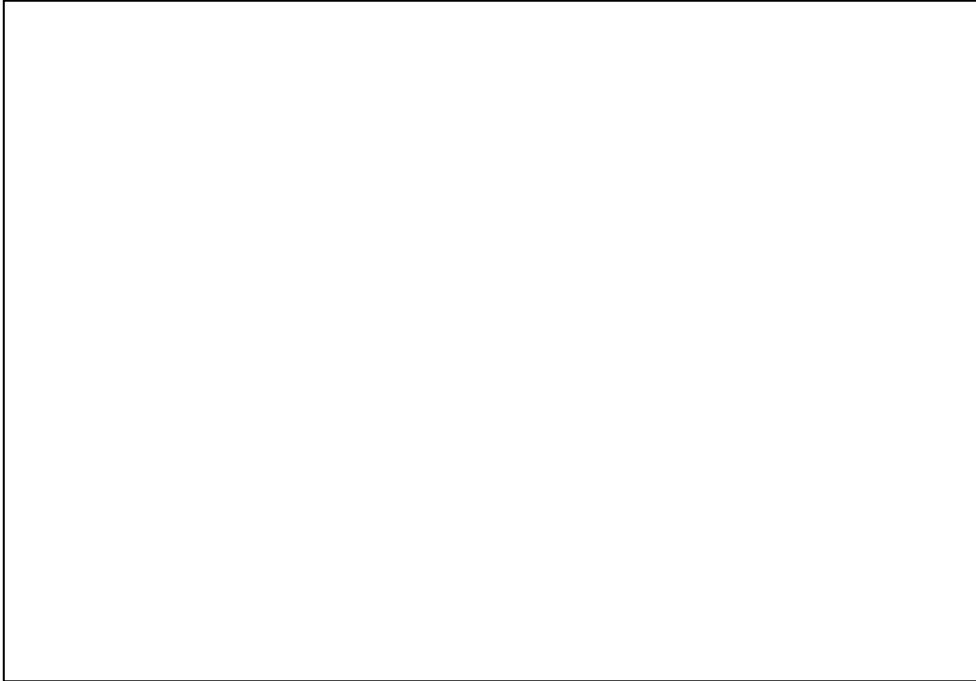
**We cannot guarantee to publish articles or photos etc., submitted and the editors decision is final.**

# ADVERTISING

Adverts are available as a half page and a quarter page

As a guide a half page advert measures 13cm x 9cm

and a quarter page advert measures 6.21cm x 9cm

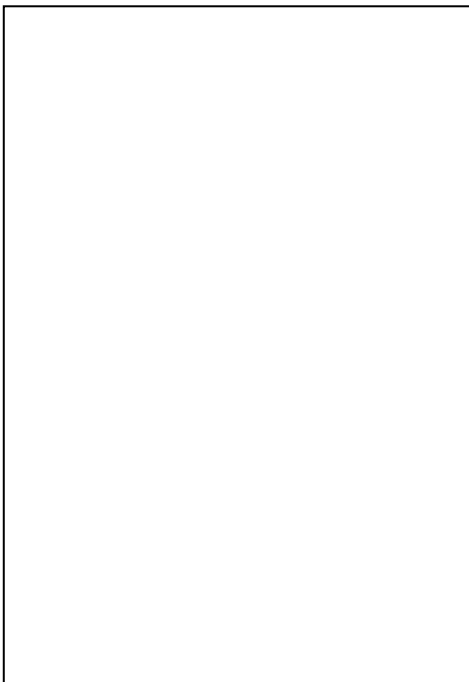


## HALF PAGE

With allowance for page margins

Width 13cm

Height 9cm



## QUARTER PAGE

With allowance for page margins

Width 6.21cm

Height 9cm

## Format of Adverts for submission

IMAGE FILES such as JPEG, tif, gif, bmp or png

Or as a 'Word' file with .doc or docx extensions

Images and text in black & white/grayscale only

All enquiries, queries and adverts can be emailed to [lfparishnews@gmail.com](mailto:lfparishnews@gmail.com) please include your contact details: address, telephone number.

Please contact us if you need help or assistance with this, files that are oversized may lose quality when resized so ideally it helps to provide copy as near to the right size as possible. You can send also send a paper version of your advert to be scanned but please ensure the quality is good. The Editor is willing to help you with this, providing your advert or copy arrives in good time prior to the print deadline.

### Advertising Notes:

Local business advertising will take precedence over out-of-parish advertisements.

The editors have the discretion to refuse any advertisement on grounds of suitability for its family readership or if viewed as inappropriate by the parish council who produce this newsletter on behalf of the local community.

Full page advertising will be restricted to non-commercial advertising.

Registered Charities may advertise in the Newsletter free of charge at the discretion of the Editor

No party political advertising is permitted

No Leaflet insertions containing business advertising (using the newsletter as a vehicle of distribution)

No Adverts containing party political material.

## Pricing of Adverts

*We have not increased advertising prices for some years but this is due for review in 2012*

Size of advert	6 issues (1 year)	Price per issue
Half Page of A5, landscape	£108.00	£22.00
Quarter Page of A5, portrait	£60.00	£12.00

### Discount for businesses within the Parish

Businesses within the Parish can claim 15% discount when advertising for a full year please apply with your address.

With discount: 6 issues (1 year):

Half page £91.80    Quarter page £51.00    *No discount given for single issues.*

## Small Ads

You can also use our small ads section to advertise your services within the parish: just £1.20 per line or part of a line, per issue for a maximum of four lines.

## Payment

All cheques made payable to 'Laverstock & Ford Parish Council' and addressed to:

**'Advertising' Laverstock & Ford Newsletter ; Griffin Mill Cottage, Ford, SP4 6DW**

## Events and local groups

We are happy (space permitting) to advertise events local to the Parish and local club/group meetings either as a free listing in our diary page or as a small free advert within the body of the newsletter, although we cannot guarantee inclusion we try our very best.

If your event is not directly relevant to the Parish we will consider it, if we feel it to be of interest but only if space is available so please check with us first.

Please remember that the newsletter is A5 not A4 size. Adverts submitted as a half page or whole page of A4 will either be shortened/re-structured or not included if space is tight.

We also welcome items about local groups; who you are, what you do, how people can join.

Each issue contains the deadline for articles and adverts to be submitted by, on the inside front cover- usually around the 20<sup>th</sup> of the month, one month prior to the next issue. We try to be as accommodating as possible but often items sent beyond the deadline will not make inclusion.

## **Articles**

### **Ideally a maximum of 500 words**

We welcome articles from local groups, charities, people with news relevant to, or of interest to the Parish for example, reports of events within the parish or local community projects, but these do have to be brief, we usually have limited space to offer and cannot guarantee inclusion if space is limited as the main body of the newsletter is minutes and reports of parish meetings and established community group reports.

We particularly welcome comments, items and images from young people about things to do, places to go or news of interest to other young people within the parish including photos, drawings sketches of places, events, activities and people around the parish. Gentle support and much encouragement given with spellings and editing.

We would favour articles which have not been published elsewhere (or will be published more widely) and may have to edit and lay-out articles to fit available space.

If you want to submit something for inclusion in the parish newsletter but aren't sure if it's suitable or too many words you can always speak to us or email us first (see contacts at start of these guidelines).

As a guide one side of A4 can take up to two and a half sides of A5 and we can usually only offer one side of A5 (or less) to individual articles and submissions. It is likely we may have to shorten your article so do check with us as available space varies from issue to issue and important Parish information and Parish Council reports take precedent.

#### **Article Notes:**

##### **Attribution**

Where ever possible articles will be attributed to the author. Exceptionally it may be stated that the author's name has been withheld.

##### **Articles**

Exceptionally a longer article may be considered at the discretion of the editor or where the Parish Council feel it is in the wider community interest.

No written material will be published which contains a party political message/reflects political bias. The editor has the right not to accept articles which may cause offence to the readership.

**Feedback:** You can feedback on the parish newsletter and the parish website via the parish clerk (see front page for contact details).