

# Advertising Guide Aug 2011

for **Derbyshire Church**



Reach thousands of everyday Christians across Derbyshire with your message

(Aug 2011 circulation approx 2100)

## Placing your advert

Adverts and payment must be with us by the 1st of the month, or the Friday before if this falls at a weekend.

Publication date: Available most places the 3rd Sunday of the month (in some places a few days before/after).

Please make cheques payable to "Derby Church Net" and send your adverts to the address below.

For more information or to discuss your needs, please contact us as shown below.

Note: Cheque banking fee may apply. Please contact us for details of direct bank payments.

## Discounts

**Continuous Runs** of identical adverts, when ordered & prepaid together:

	1/2 page or larger	Smaller than 1/2 page
2-3 issues	7.5%	5%
4+ issues	10%	7.5%

**Continuous Series** of different adverts, ordered & prepaid together:

	1/2 page or larger	Smaller than 1/2 page
2-3 issues	5%	2.5%
4+ issues	7.5%	5%

**New Orders** soon after a previous advert (same or different advert to previously):

Next display only	1/2 page or larger	Smaller than 1/2 page
Within 4 months	2.5%	2%

*e.g. if last advert was in Jan, applies up to May issue*

**Advance Orders** placed and paid for by the publication date of the previous issue:

Any size:	1%
-----------	----

*All discounts rounded to nearest pence*

## Standard Sizes and Prices

Size	Commercial	Non-Comm	Size (W x H, mm)
1/8 page	£39.40	£26.90	92.5 x 63.75
1/6 page	£44.20	£31.70	30.9 x 132.5
1/4 page	£53.80	£41.30	92.5x132.5 or 190x63.75
1/2 page	£82.60	£70.10	190.0x132.5
Full page	£140.20	£127.70	190.0x267.5
2 pages	£255.40	£242.90	400.0x267.5
<b>Full Colour Back Page:</b>			
1/2 page	£95.00	£85.00	190.0x132.5
Full page	£165.00	£145.00	190.0x277.0

## Additional Information, Terms & Conditions

- Advert sizes & options based on set row & column sizes allowing for margins and other spacing.
  - Commercial rates are generally for adverts likely to generate a profit for the advertiser, except for charitable purposes. Adverts for products unrelated to the Christian faith are normally limited to 1/4 page and charged at the commercial rate. All subject to editor's discretion.
  - Adverts may be sent by email (recommended for optimum quality) or by post on paper or a disk.
  - Suitable electronic versions include PDF, JPEG, GIF, TIFF, Microsoft Office and Corel Draw. Please check for other suitable formats. Electronic copies must be virus checked prior to delivery.
  - Artwork need not be exact size requested (scaling is possible). Aspect ratio must however be exact.
  - Payment must be received in advance of the submission deadline.
  - Cancellations after the submission deadline, or for subsequent issues in a continuous run/series are non-refundable.
  - Advertisers with a product not specifically related to the Christian faith may apply for space, but are subject to editor's discretion, usually charged at the commercial rate & limited to 1/4 page.
  - The editors reserve the right to edit or refuse any request for an advert for any reason, including those deemed to be in conflict with the Christian values held by Derby Church Net and its supporting organisations. In such instances, cheques will be returned unpaid.
  - First come, first served generally applies, although all space and positions allocated according to editor's discretion. Preference may be given to largest adverts, esp for premium locations (inc back cover).
  - The editor's decision is final.
  - The whole of this guide constitutes part of the terms and conditions.
  - By placing an advert you agree to these terms and conditions.
  - All details may be subject to alteration without notice.
- Discount Conditions:**
- Discounts can only be made at time of order and cannot be made retrospectively for previous adverts.
  - Advance orders cannot be made for more than 12 months (except advertising partners discounts).
  - Only one discount can apply to any order. Usually the largest discount only will apply.
  - All discounts are subject to agreement.



**Derby Church Net**

Overdale House, 96 Whitaker Road, Derby, DE23 6AP

01332 203699 admin@derbychurch.net www.derbychurch.net