



All About Heanor Advertising Rates 2011/2012

All About Heanor is a local community magazine. It is A5 in size and printed in full colour on glossy paper. Each free edition is hand delivered by reliable adult distributors to 8,000 local homes and businesses around Heanor and close surrounding areas. All About Heanor promotes businesses to local residents along with informing about other local news and events.

All About Heanor advertising rates

Advert Size	Dimensions (W x H)	Single issue advert cost	Regular advertiser* advert cost
Full page – back cover	135 mm x 195 mm	£200.00	-
Full page – inside back cover	135 mm x 195 mm	£180.00	-
Full page – inside front cover	135 mm x 195 mm	£180.00	-
Full page	123 mm x 185 mm	£150.00	£130.00
Half page (landscape)	123 mm x 90 mm	£90.00	£75.00
Half page (portrait)	60 mm x 185 mm	£90.00	£75.00
Quarter page (landscape for sponsored page)	123 mm x 43 mm	£60.00	£50.00
Quarter page (portrait)	60 mm x 90 mm	£60.00	£50.00
Eighth page	60 mm x 43 mm	£30.00	£25.00

**Regular advertiser defined as business ordering 4+ adverts in 12 month period*

Delivery

All About Heanor is a bi-monthly publication. We aim to deliver the magazine the first week of the month before the editions issue period, for example, Oct/Nov edition will be delivered the first week of September. Magazines are delivered directly by hand, by reputable adults. Each magazine is delivered to 8,000 homes & businesses in Heanor.

First time advertisers are required to sign off their advert before the 1st of the month, two months prior to the edition issue, for example, if the advert is required in the Oct/Nov edition, your advert needs finalising before 12th August. All other advertiser are required by 18th of each month.

Copy Requirements

Copy and artwork can be supplied on via email or disk. The following formats are acceptable: JPEG, TIFF or PDF (all 300 dpi). Acceptable software formats are Microsoft Word or Adobe Indesign.

Packages

To qualify for discounts and the cheaper rates, invoices must be settled within the agreed terms. If payment is not made within the agreed terms then you may be re-invoiced for the full amount for the adverts already placed, and your discount will be void.

Payment

All adverts are billed bi-monthly, unless otherwise arranged by All About Your Town. Payment must be made in advance of the publications going to print (15th of the month before at the latest) either by **Cheque (payable to All About Your Town)** or via standing order.