

PETUARIA·PRESS

2019 Advertising Rates & Mechanical Specifications

The Petuaria Press is a magazine-style community newsletter published quarterly by Elloughton-cum-Brough Town Council. It is distributed to over 5,000 homes and businesses in the HU15 1 postcode area. A limited number of advertising spaces are available in each issue.

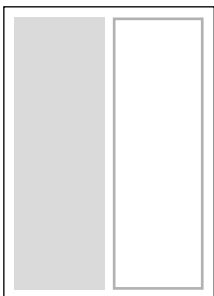
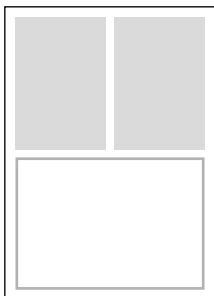
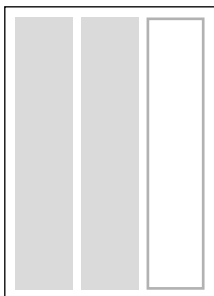
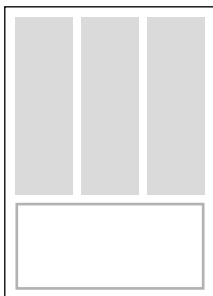
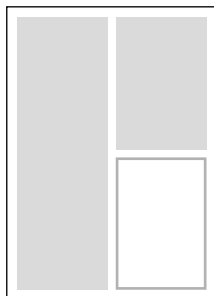
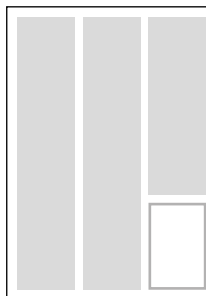
Rates

Please see table below for current rates. Discounts are available for multiple, pre-paid insertions. Prices shown are per insertion, based on artwork being supplied in a suitable format.

	Vertical Half Page	Horizontal Half Page	Vertical Third Page	Horizontal Third Page	Quarter Page	Ninth Page
Single Insertion	£130.00	£130.00	£110.73	£110.73	£85.00	£45.00
Two insertions	£117.00	£117.00	£96.66	£96.66	£76.50	£40.50
Four insertions	£110.50	£110.50	£94.12	£94.12	£72.25	£38.25

Sizes

Various advertisement sizes are available. Ad position within the page layout may vary and cannot be guaranteed.

Vertical Half Page	Horizontal Half Page	Vertical Third Page	Horizontal Third Page	Quarter Page	Ninth Page
92×277mm	188×137mm	60×277mm	188×91mm	92×137mm	60×91mm
					

Artwork Requirements

Artwork should be supplied to the correct size in either PDF, EPS, TIF or JPG file format. For PDF and EPS files all type should be converted to outlines. Pixel-based formats and embedded images should be converted to CMYK and supplied at a minimum resolution of 300 dpi at 100% of size.

Files in Microsoft Word, Excel, PowerPoint and Publisher formats cannot be accepted as artwork.

Colours specified with RGB values will be converted to CMYK and may not print as expected.

Design, artwork and updates to existing artwork can be provided at an additional charge.

Disclaimer

The publisher reserves the right to place the word "advertisement" with copy which resembles editorial content. The publisher may also alter or reject any advertisement which it feels is not in keeping with publication standards. Specific positioning of advertisements cannot be guaranteed. Advertisements are non-cancellable after the space closing date.

Contact Information

Booking and account enquiries should be addressed to deputy.clerk@elloughtonbrough-tc.gov.uk, by post to the Town Council Office at PO Box 124, Brough, HU15 1YH or telephone 01482 665600.

Artwork and production enquiries should be addressed to advertising@petuariapress.co.uk, by post to Art & Soul Communications Ltd, 43 Station Road, Brough, HU15 1DZ or telephone 01482 662138.

Payment of insertion fees should be made to Elloughton-cum-Brough Town Council.

Where applicable, additional fees for design and artwork will be payable to Art & Soul Communications Ltd.