

The Painswick Beacon

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ADVERTISING BOOKING REQUEST FORM (April 2024 - March 2025)

Contact details

Company / Organisation / Nature of Business:

Name of contact:

Address:

Telephone: Home:

Business:

E-mail:

Please indicate your advertising requirements below:

Size of advert	Tick one box	Dimensions (approx.)	Cost (for information)	
Standard size		5 cm tall 5.8 cm wide	Single insert:	£ 19.60
			Series of 6 inserts (20% discount)	£ 94.08
			Series of 12 inserts (30% discount)	£ 164.64
Larger size, portrait		8 cm tall 5.8 cm wide	Single insert:	£ 33.70
			Series of 6 inserts (20% discount)	£ 161.76
			Series of 12 inserts (30% discount)	£ 283.08
Larger size, landscape		5 cm tall 12 cm wide	Single insert:	£ 43.10
			Series of 6 inserts (20% discount)	£ 206.88
			Series of 12 inserts (30% discount)	£ 362.04

When advert is to appear	Tick one box
All months (April 2024 – March 2025)	
Alternate months	Starting in April
	Starting in May
Or please state which months:-	

Advert design/artwork	Tick one box
As existing	
Already sent	
To follow shortly	
Would like some help	

Please tick this box if you wish to reserve advertising space in all 12 issues but pay for 6 months at a time. (Note this qualifies for a discount of 20%, not 30%).

I acknowledge the terms and conditions overleaf.

Signed: Date:

Completed Forms should be returned:-
 by post to: Peter Rowe, The CHURN, Hale Lane, Painswick, GL6 6QF
 by email to: advertising.beacon@painswick.net
 by hand into the green Beacon letter box situated next to the phone box at the corner of New Street and Victoria Street, with the envelope marked "Box Advertising".

Advert Design/Artwork Guidance

Artwork supplied by the advertiser must be in proportion to the space booked. We prefer that it is exactly twice the size of the advert required, in a computer file preferably in jpg format at 600dpi. Please get in touch if you are looking to provide in a different format. It should include a distinct line box surround. It will be printed in black and white, though if provided in colour should appear in colour in the copy of the Beacon appearing on our website.

Where we have concerns about the artwork, we may offer suggestions to address those concerns.

Examples of can be seen in recent issues of the Beacon, or at: www.painswickbeacon.org.uk

As we send artwork to our printers in 600dpi definition, the quality of that supplied to us is critical.

Artwork should be sent by email to us at the email address above. It must be received no later than the first week of the month before the month in which the advert is to be published (this is typically four weeks before publication date and two weeks before the issue is prepared). This allows time for any problems to be resolved.

Please get in touch at the earliest opportunity if you would like us to help prepare your artwork.

Terms and conditions

Space limitations

The amount of space available for advertising is strictly limited.

Deadlines

The Painswick Beacon is normally published on the first Saturday of the month.

To ensure publication, booking forms and completed artwork (or any subsequent alterations) must be received by us no later than the first week of the month before the month in which it is to be published.

Booking

A Booking Request Form must be completed by all advertisers.

Booking requests for the year starting in April will be accepted from mid-January. All requests received by a specified date in mid-February (the end of the priority booking period) will then be considered and an allocation made giving, inter alia, priority to Painswick based businesses. Advertisers will be advised of the outcome shortly thereafter and invoices issued. Bookings received after the end of the priority booking period will be treated on a first come first served basis.

Invoicing and Payment

Payment should not be sent with the Booking Request Form. An invoice will be issued after the advertising request has been accepted. Payment must be made by the specified date (usually about three weeks later).

Adverts will not be published unless payment has been made by the specified date.

Date sensitive adverts

The responsibility of notifying us of changes where the content is date sensitive lies with the advertiser. We reserve the right to use the previous advert (or a default advert if provided) if the amended advert is not received in time.

Cost

The cost of each size of advert is set out on the booking form. Discounts are given for 6 and 12 adverts appearing during the year and paid for at the outset. Discounts expire if payment is not made by the date specified.

The full discount is not available if you plan to change the advert frequently. Please get in touch to discuss your requirements. We reserve the right to charge £10 for more than one change during the year.

Artwork

We are pleased to receive an advertiser's own artwork, though it must comply with the guidance set out above. Artwork is printed in black and white but may appear in colour on our website copy (which will be at a lower resolution).

We can usually offer to help produce the artwork where the advert comprises text with or without a jpg image or logo supplied to us. We will not publish until the advertiser has confirmed the advert is satisfactory. Please allow sufficient time for this process to be completed by the deadlines set out above. Please discuss timescales with us at the earliest opportunity if you require our help.

Advertiser's Obligations

Adverts are accepted on the understanding that full responsibility lies with the advertiser for ensuring that the material provided for publication is accurate, not misleading, and does not contravene any legislation, copyright or codes of practice in force at the time of publication.

Beacon Errors – Liabilities

We will not charge for an advert:- either if the Beacon fails to publish the advert; or if the Beacon makes a mistake in printing an advert (provided we are notified immediately after publication) and it substantially detracts from the advert.

Advertising requests are accepted on the understanding that the Beacon has no other liabilities whatsoever. Adverts may be refused for any reason in which case any payment made for that advert will be refunded.