



# King's Sutton Times Advertising Rates 2016

## Publication Dates

The King's Sutton Times is a quarterly magazine published by the parish council on the following dates:

March 1, 2016  
June 1, 2016  
September 1, 2016  
December 1, 2016

The King's Sutton Times is delivered free of charge to every residence and business in the village during the first week of the month of publication. The current issue of the magazine can also be viewed online at (and downloaded from) [www.kingssutton.org/kst](http://www.kingssutton.org/kst).

## Editorial Submission and Advertisement Booking Deadline

15th day of the month prior to publication date (eg February 15)

## Advertisement Copy and/or Artwork Deadline

20th day of the month prior to publication date (eg August 20)

## Standard Rates

The standard rates for advertising in the King's Sutton Times apply to any advertisement that is positioned within the publication's layout at the advertising team's discretion.

## Special Positions

Special positions – inside front cover, inside back cover, facing specific editorial, etc – can be guaranteed at the time of booking at additional cost. (The King's Sutton Times reserves the right to refuse requests for special positions at its own discretion.)

## Black & White Advertisement Rates

	Standard Rates		Special Positions	
	One Issue	Four Issues	One Issue	Four Issues
Quarter Page	£12.00	£45.00	£13.50	£49.00
Half Page (Horizontal/Vertical)	£23.00	£84.00	£24.50	£88.00
Full Page	£45.00	£165.00	£46.50	£169.00
Double Page Spread	£85.00	£320.00	£86.50	£324.00

## Full Colour Advertisement Rates

	Standard Rates		Special Positions	
	One Issue	Four Issues	One Issue	Four Issues
Quarter Page	£15.00	£55.00	£16.50	£59.00
Half Page (Horizontal/Vertical)	£28.00	£105.00	£29.50	£109.00
Full Page	£54.00	£200.00	£55.50	£204.00
Double Page Spread	£103.00	£390.00	£104.50	£394.00

For more information, write to [kst@kingsutton.org](mailto:kst@kingsutton.org)

or call Jennifer Wood on 01295 810824



# King's Sutton Times Advertising Rates 2016

## Artwork Resolution

All bitmap images for colour and black & white reproduction in the King's Sutton Times must be at least 300dpi at the used size.

## Delivery Method

Finished artwork files for advertisements must be in PDF/X-1a:2001, encapsulated Postscript or JPG format with all fonts embedded, and must be delivered by email to [kst@kingssutton.org](mailto:kst@kingssutton.org). Emails must be no more than 10MB in size and must include the sender's full contact details including a daytime telephone number. Please do not use any file compression software such as *Winzip* or *Stuffit* to amalgamate or reduce the size of attached files.

## Advertisement Artwork Dimensions

	Type Area (H x W)	Bleed Area (H x W)	Trim Area (H x W)
Quarter Page	86mm x 61mm	N/A	N/A
Half Page Horizontal	86mm x 126mm	N/A	N/A
Half Page Vertical	176mm x 61mm	N/A	N/A
Full Page	176mm x 126mm	216mm x 154mm	210mm x 148mm
Double Page Spread	176mm x 272mm	216mm x 302mm	210mm x 296mm

## Advertisement Production

If you have no way to produce your own artwork, the King's Sutton Times advertising team will typeset your advertisement for you. Here's what we need to do that:

- The full text of your advertisement, preferably delivered by email to [kst@kingssutton.org](mailto:kst@kingssutton.org). (Please include your advertisement text within your email rather than attach a separate document.) If you have no access to email, please provide hard copy to:  
*Jennifer Wood (01295 810824)*  
*18 Glebe Rise*  
*King's Sutton, Banbury*  
*OX17 3PH*
- Images (photographs or line drawings), preferably by email to [kst@kingssutton.org](mailto:kst@kingssutton.org). If you do not have digital images, please provide photographs or print-outs to Jennifer Wood. (These will be returned when we have scanned them.)
- Emails must be no more than 10MB in size and must include the sender's full contact details including a daytime telephone number. Please do not use any file compression software such as *Winzip* or *Stuffit* to reduce the size of attached files.

## Advertisement Style

If you know how you want your advertisement to look, please include instructions or attach a style guide for us to follow (but clearly mark it as such so we don't confuse it with actual copy). In the absence of a style guide or specific instructions, we will lay your advertisement out to what we consider best advantage.

## Photograph/Artwork Attachments

- Image files can be submitted in RGB, Grayscale or CMYK mode
- Image files must be 300dpi at actual cropped size (preferably 600dpi for line art logos)
- Image files must be supplied in JPG format, maximum quality (or encapsulated Postscript or high resolution, press quality Adobe PDF)

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