YOUR PLACE
Advertising rate card



Our residents' A4 publication *Your Place* is published twice a year (usually in March and November) and sent to over 82,000 homes in Basingstoke and Deane.

The magazine is a full colour publication, featuring news and information from Basingstoke and Deane Borough Council.

To book an advert or to find out more information including booking deadlines and copy deadlines, please get in touch with our communications team on 01256 845220 or email communications@basingstoke.gov.uk

Please ensure that the file is of the correct dimensions in millimetres and all fonts are embedded and images are CMYK and a minimum of 300dpi.

Acceptable file formats in the exact sizes stated are:

- **pdf** - highest resolution possible
- **jpeg** - high resolution file (minimum 300 dpi/ppi)
- **Indesign CS files** (with fonts and images) - PC files only

Half page 125mm h x 186mm w
£900 (cost per 1,000 homes - £ 10.99)

Quarter page 125mm h x 90.5mm w
£550 (cost per 1,000 homes - £ 6.72)

Two editions 10% discount

All prices ex VAT at current rate.

All advertisements are full colour.

We accept finished artwork produced to the correct specification (see left).

The council has final editorial control of the magazine's content, including placement of adverts in the publication. Acceptance of adverts is subject to the council's Advertising and Sponsorship Policy found at **www.basingstoke.gov.uk/advertising-sponsorship-policy**

Basingstoke and Deane