

# Basingstoke & Deane Today

## Advertising rate card



Basingstoke and Deane Borough Council's newspaper, Basingstoke & Deane Today, is published two times a year (usually March and October). It is distributed to all residential addresses in the borough via Royal Mail, as well as to community information points. It is an A3 full colour publication that has news and information about the borough.

The newspaper has a print run of 77,000 copies per edition and is also available online at [www.basingstoke.gov.uk/bdtoday](http://www.basingstoke.gov.uk/bdtoday)

To book or for more information call the communications team on 01256 845220 or email [communications@basingstoke.gov.uk](mailto:communications@basingstoke.gov.uk)

Quarter page 162mm h x 129mm w

**£850** (cost per 1,000 - £11.64)

Eighth page 81mm h x 129mm w

**£575** (cost per 1,000 - £7.90)

Strip 50mm h x 264mm w

**£675** (cost per 1,000 - £9.20)

**2 editions 10% discount**

All prices ex VAT at current rate.

All advertisements are full colour.

Price includes producing artwork from text and pictures supplied if required.

Alternatively, we do accept finished artwork produced to the correct specification (see left). The council has final editorial control of the newspaper's content.

Production schedules for  
Spring 2021 edition

Deadline for booking  
advertising

Friday 8 January

Advert copy date

Monday 25 January

Publication the week of  
Monday 1 March

Acceptable file formats are:

- **pdf** - highest resolution possible (The pdf must be the exact size with bleed, registration and crop marks)
- **jpeg** - high resolution file (minimum 300 dpi/ppi)
- **Indesign CS files** (with fonts, images etc) - PC files only

Please ensure that the file is of the correct dimensions in millimetres. All fonts are embedded and images are CMYK and a minimum of 300dpi. If crop marks are missing or the advert is not centred, the advert may not be positioned correctly. If you are unable to supply finished artwork we are happy to do this for you.

Colour format: CMYK    Bled: 3mm



Basingstoke  
and Deane