

Basingstoke & Deane Today

Advertising rate card

Basingstoke & Deane Today | spring 2022

What's happening in your borough | The newspaper of Basingstoke and Deane Borough Council | www.basingstoke.gov.uk

Focus on staying a great place

Taking action to ensure the borough's sustainable future

Big decisions and actions are being taken over the coming year that will shape what the borough will be like in the decades to come – and it's important that everyone gives us their views.

The green trend running through our work and plans is how we achieve the challenging target of making the borough carbon neutral by 2030, under our climate emergency declaration, and ensure it is more welcoming for wildlife after declaring an ecological emergency.

As we get back to a more normal life after the pandemic, the council is looking further ahead to make plans for the kind of thriving and successful place we want to be.

We've already heard lots of ideas about how Basingstoke town centre could be given a new lease of life and we are working on the way to start taking that forward.

Through the Basingstoke and Deane Local Plan, the council will decide on the options to guide where new homes and businesses will be built and how the environment can be protected and biodiversity enhanced. Consultation on the first draft of the updated local plan is set to start in the summer.

Proposals are being drawn up to give our ageing Aquadrome and Basingstoke Leisure Park a singular and more sustainable future. You can give your views now on what level of facilities the park and Aquadrome could provide in the future.

We are always taking action to support the local economy to bounce back and provide great employment opportunities including supporting businesses to play their part in digital innovations, such as 5G.

See inside for the latest snapshot of what is happening to take this all forward.

Walk this way to better health

Basingstoke Wellbeing Walks give people of all ages the chance to take part in regular, short walks in their own communities. Walking can help improve health while enjoying local, natural spaces with others.

The fun, free walks help to boost confidence and give fun by Basingstoke Voluntary Action, supported by the council, under the Walking for Health scheme.

For more information visit www.braction.org.uk/basingstoke-wellbeing-walks

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Sign up
Get your share page on right up
for all our updates on council
services, news and events!
www.basingstoke.gov.uk/#signp

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. It is an A3 full colour publication that has news and information about the borough.

The newspaper has a print run of 78,000 copies per edition and is also available online at www.basingstoke.gov.uk/bdtoday. To book or for more information call the communications team on 01256 845220 or email communications@basingstoke.gov.uk

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

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 autumn 2022 edition

Deadline for booking advertising

Monday 15 August

Advert copy date

Monday 29 August

Publication the week of

Monday 24 October