

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

The newspaper has a print run of 79,000 copies per edition and is also available online at www.basingstoke.gov.uk/btdtoday. To book or for more information call the communications team on 01256 845220 or email 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.

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
- **Bleed:** 3mm