
Advertising in the Clifton Chronicles– FAQs 2011

Email: chronicles@clifton-beds.co.uk

1 How often does it come out?

We deliver 1300+ copies of Clifton Chronicles to every home in Clifton ten times each year and an additional 50 copies are available from places such as the school. The advertising year runs May until April.

2 How much does it cost?

2011 prices are:	<i>Inner Page</i>	<i>Outer Cover</i>
Single Block 6 x 6cm	£50	£55
Double Block 12.5 x 6cm	£85	£95

3 What size is an advert?

The content of a single block will be printed within a 54 x 54mm square and a double block within a 54 x 119mm rectangle (this allows for the 3mm margin and single line border which are added automatically at the compilation stage). Masters may be larger if the aspect ratio is maintained.

4 When can I put an advert in?

Our advertising year runs from May to April. During the year we compile a 'waiting' list of people enquiring about advertising and each year spaces become available. We send out invoices in January and contact new advertisers at this time.

5 Can I include a logo?

Yes: the content must be either line work (ie black and white, no grey tones) or if you wish to incorporate greys, or colour to be reproduced as grey, the originals must be pre screened to print at 90 points/inch at the printed size.

We also strongly advise avoiding too much content; copy becomes difficult to read (especially by anyone with less than perfect vision) and therefore loses much of its impact.

6 Do I have to have my own artwork?

If you would like us to design or change an advert we will discuss this with you and provide a draft layout for your approval, we then produce the master from the agreed copy. THERE IS NO CHARGE FOR THIS SERVICE.

7 Do I have to do it for the whole year?

Yes – we only include advertisements on the coloured pages of the Chronicles and we set these for a whole year.

8 What if my business changes and I want to change my advert?

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