

Village Voice ADVERTISING 2024

Advertising space	Per Issue	Depth in cm	Width in cm
Back Cover	POA	19.8	13.6
Inside Cover	£135	19.8	13.6
Full Page	£125	19.8	13.6
½ page (landscape)	£75	8.8	12.8
¼ page (portrait)	£50	8.8	6.2
⅛ page (landscape)	£25	4.3	6.2

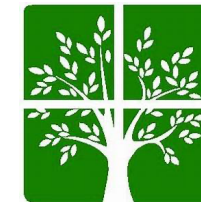
- Invoices are issued in February for the period Feb/July and in August for the period Aug/Jan.
- **Payment by electronic transfer is preferred.** Cheques should be made payable to 'Penn & Tylers Green Residents Society'. We reserve the right to remove advertisements if the invoice is not paid within 30 days.
- To ensure that we are compliant with the Data Protection Act 1998 we seek consent from advertisers to hold information for administrative purposes and record-keeping.
- Ads for Village Voice can be submitted in a number of ways: Word, Publisher, most graphics file formats, pdfs, etc.

Village Voice PUBLICATION DATES 2024

Copy deadline	Village Voice Edition	Distribution date
8 January	February/March 2024	3 / 4 Feb 2024
4 March	April/May 2024	6 / 7 April 2024
7 May	June/July 2024	1 / 2 June 2024
1 July	August/September 2024	3 / 5 August 2024
2 September	October/November 2024	5 / 6 Oct 2024
4 November	Dec /January 2024-25	30 Nov / 1 Dec 2024

****Do be aware that all of our team are volunteers, so please be patient if you do not receive an immediate response****

Village Voice Media Pack



About Village Voice

Village Voice is produced bi-monthly, and delivered to all homes in Penn and Tylers Green free of charge

Our philosophy for Village Voice content is that it is produced 'by the Village, for the Village, of the Village', and includes contributions from Village Clubs and Societies in every edition, as well as village news, and articles, typically about people, village history and environmental issues that impact on our environment. We distribute 2300 copies of our magazine to all residents of the villages of Penn and Tylers Green every two months, and are proud to support local businesses.

We are all volunteers and the revenue from VV advertising funds the production of VV, with any surplus going to support the work of the Penn & Tylers Green Residents Society charity within the local area.

Do visit our website to find out more:

www.pennandtylersgreen.org.uk

How to register for advertising

If you would like to advertise your business to all residents of Penn & Tylers Green, please supply us with your details using the table below (copy and paste into your email) and return it to:

adverts@pennandtylersgreen.org.uk

There is usually a short waiting list for advertising, but a space will probably come up quite quickly; most are ⅛ page landscape or ¼ page portrait, with the larger ones changing hands more infrequently.

If you decide to send advertising copy straight away along with your agreement, it will be kept on file for you and checked with you nearer the time in case there are changes.

We are happy to create copy for a smaller (⅛ or ¼ page) advert, so another option is to send the text you want to be included and we will do the rest. There is no charge for this service.

Conditions

The **minimum period to book advertising is for three issues** (six months). Advertising is deemed to be continuous unless you cancel with the appropriate notice and receive an acknowledgement email from us.

- ❖ There are two billing periods for the year – February (covering February, April and June issues) and August (covering August, October and December issues)
- ❖ If you join us within a billing period your first invoice will be pro rata.
- ❖ You are required to inform us by 1st June if you wish to discontinue your advert for the August-December period, and by 1st December for the February-June period.
- ❖ Payment is due **within 30 days**. If payment is not received within this period, we reserve the right to remove your advert.

Agreement

By placing your advert, you are agreeing to the following:

- ❖ Giving two months' notice to remove your advert.
- ❖ Paying your invoice within 30 days.

Advertising in Village Voice				
Company Name:		Mailing address:		
Email contact for booking advertising:				
Email contact for invoicing:				
Phone 1:		Phone 2:		
Space preferred (highlight)	1/8 page	1/4 page	1/2 page	Full page
Copy attached?	Y / N			
Declaration:	"I understand that I am initially committing to three issues and that thereafter my advertising will be deemed to be continuous unless I cancel by email and receive an acknowledgement from Village Voice. I agree that I will pay invoices within 30 days. I understand that if I do not pay my advert may be removed from the publication."			
Name / Position:				

FREQUENTLY ASKED QUESTIONS

How will I know when a space has come available?

As long as you have asked to be on the waiting list you will be contacted as soon as a space becomes free. If you've stated that you don't mind about the size of the space, you will likely get into the magazine more quickly and can build up to your preferred size from there.

Interested in the back page or inside front or back cover?

If so, please indicate your interest to us (no commitment at this stage).

We plan to operate a bidding system annually if there are expressions of interest from any existing advertisers (who are current advertisers, and have a whole page advertisement). Bids will start at £160 per issue, with a commitment for one/each year starting with the February edition each year. If you have expressed an interest, we will contact you towards the end of the year to ask you to submit a sealed bid, by a given date.

Tips to making your advert work for you

The majority of ads are 1/4 or 1/8 page, so you have a small space where you can make a BIG impact if you take into account the following points.

1. Use **colour**: it attracts **attention**.
2. Keep it simple! Lots of white space works.
3. Limit the number of fonts you use – one is usually enough; possibly two if you are going for a specific effect.
4. Limit the amount of text in your ad – it is tempting to include lots but this just looks confusing and **people stop reading**.
5. Choose an image – a picture is worth a thousand words – but again, keep it simple.
6. If you are truly stuck, send the wording you would like to include to Ruthie at: adverts@pennandtylersgreen.org.uk and we will put some ideas together for you. We'll run it by you, of course, before going to press.