

# Wargrave News

## Guidance for Contributors and Advertisers

The *Wargrave News* is managed by a team of volunteers in their spare time. In order to help with the smooth running of this publication, please adhere to the guidelines below if you wish to contribute with editorial or place an advertisement.

### COPY DATES

The *Wargrave News* is published monthly ten times a year. There are no editions in January and August. The deadline for copy is normally 6.00pm on the Friday preceding the first Monday of the month. There are occasionally exceptions and we advise you to check the website for actual deadline dates.

Future copy dates:

- Friday 3 September, 6.00pm
- Friday 1 October, 6.00pm
- Friday 29 October, 6.00pm
- Friday 26 November, 6.00pm (*NB this date has changed from that previously published*)

### SENDING ARTICLES

Articles should be sent by means of an email attachment to

**editor@wargravenews.co.uk**

Alternatively, articles may be left at Victoria News on Victoria Road, Wargrave, by the same deadline.

The editors regret that they are unable to include articles received after the copy deadline and reserve the right to amend or not include articles they judge to be inappropriate or not of sufficient local interest. Please include a contact name and telephone number with all articles. As the editors are volunteers, there may be a delay before responding to any queries.

### STYLE

Articles of 300 to 350 words or fewer (approximately one column) are more likely to be published than longer pieces. High resolution photographs that accompany articles are very welcome. Please supply photos in JPEG format saved at 300dpi. All photos are printed grayscale.

It is helpful if copy is submitted by email to editor@wargravenews.co.uk in the form of a Word document attachment without formatting, as this makes it easier for us to import to our desktop publishing software.

**Dates** – please include the day of the week in all dates, eg 'Monday 2 July'

**Phone numbers** – 940 0000 format

**Numbers** – numbers one to ten are written in words, with those above ten in number format

**Times** – 10.00am, 3.00pm, 12 noon.

### DIARY

To add an event to the diary, please email editor@wargravenews.co.uk with event title, venue, date and time. There is also a form at www.wargravenews.co.uk (click on 'What's On Diary').

### NOTICEBOARD

The Wargrave Noticeboard (inside back cover) is reserved for local non-business adverts. Notices reproduced in our standard format carry no charge. For more details or to place an advertisement in this section, please contact Sue Ferguson on 940 3032 or advertising@wargravenews.co.uk.

### ADVERTISING MECHANICS & RATES

Local business advertising is available both in the publication and online. Below are the rates and sizes for advertisements in the publication. The prices for one year relate to ten issues.

**Full page, undersize A4**, 200 x 287mm with no bleed @ £200 (one-off), £1500 (one year)

**Half page landscape**, 200 x 142mm @ £120 (one-off), £950 (one year)

**Half page portrait**, 98 x 287mm @ £120 (one-off), £950 (one year)

**Quarter page landscape**, 200 x 120mm @ £70 (one-off), £550 (one year)

**Quarter page portrait**, 98 x 142mm @ £70 (one-off), £550 (one year)

**One fifth page landscape**, 200 x 52mm @ £40 (one-off), £330 (one year)

**One fifth page portrait**, 90 x 106mm @ £40 (one-off), £330 (one year)

**One tenth page landscape**, 90 x 50mm @ £20 (one-off), £165 (one year)

**One twentieth page portrait**, 40 x 50mm @ £10 (one-off), £85 (one year)

For specific positioning extra rates may apply. No VAT is payable.

Images must be in black or grayscale for the paper. Please submit the artwork as a PDF or JPEG, with a minimum resolution of 300dpi. A design service is available, starting at £20. More details, including website advertising, is at www.wargravenews.co.uk/businesses/terms.html For more details, please contact Sue Ferguson on 940 3032 or email advertising@wargravenews.co.uk

### LOOSE INSERTS

We are pleased to include loose flyers or leaflets with the *Wargrave News*.

The cost is £120 per single sheet insertion. We can also arrange for your leaflet to be printed at additional cost.

The editors reserve the right to require amendments to the content of loose inserts. Inclusion of this type of document is at the sole discretion of the

editors whose decision will be final. Please contact Sue Ferguson on 940 3032, advertising@wargravenews.co.uk for more information and/or to make the necessary arrangements.

WARGRAVE

**in business**

### ADVERTORIALS AND *Wargrave InBusiness*

The *Wargrave News* features *Wargrave InBusiness*, a page dedicated to news about local firms. If you own a local business with a story of interest, whether relating to expansion, recruitment, awards, new products, services, offers or relocating to the area, please email inbusiness@wargravenews.co.uk and you will be contacted. Articles which, in the view of the editorial team, are primarily of an advertising nature and do not fit the criteria for the *InBusiness* page will be accepted at the editors' sole discretion.

## Wargrave News Online

### WEBSITE

*Wargrave News Online* is located at www.wargravenews.co.uk. We welcome contributions to the website, specifically photographs for the online gallery and non-commercial events for the online diary. Instructions and terms are detailed on the respective pages. The website also features a list of local businesses that advertise in the *Wargrave News* publication, a community directory and information about the Wargrave Professional Business Network Group. Local business banner advertising on the website is now available, both on the home page and business page. Further details and rates, including a design service are at: www.wargravenews.co.uk/businesses/terms.html Email web contributions, photos and online advertising enquiries to web@wargravenews.co.uk

### DELIVERY

The *Wargrave News* is normally delivered from the Saturday 15 days after the copy date. It is delivered free of charge to over 2,000 homes and outlets within the Wargrave Parish.