

# BEN LEDI VIEW

CALLANDER COMMUNITY NEWSPAPER

COMMUNITY NEWSPAPER OF THE YEAR 2008, STIRLING COMMUNITY NEWSPAPER FORUM

## MEDIA PACK 2012

(JANUARY 2012 EDITION)

[www.benlediview.co.uk](http://www.benlediview.co.uk)

[advertising@benlediview.co.uk](mailto:advertising@benlediview.co.uk)

# BEN LEDI VIEW

## CONTEXT

FOUNDED IN 1987, the *Ben Ledi View* is a free community newspaper produced and distributed by volunteers for the benefit and enjoyment of residents of and visitors to Callander in Perthshire, Scotland, UK. It is named after Ben Ledi, the 867m hill that towers over the town.

The paper is published by the The Ben Ledi View Community Newspaper, a non-profit voluntary association formed to promote community spirit and provide a free means of communication for local people and community organisations. Print and running costs are funded by advertising, public donations, and subscriptions.

## CIRCULATION

Ten editions, each consisting of approximately 48pp, are published per year — one per month, excluding August and January. Current distribution of the main edition is 2,050 copies per issue. A copy is hand-delivered to every home and business in the town. Large-print and audio versions, which do not carry advertising, are distributed to visually-impaired residents.

## READERSHIP

The Ben Ledi View is read by Callander residents of all ages, and by subscribers based in the UK and abroad, many of whom are regular visitors to Callander. All Callander-based businesses and services receive a free copy of every edition, as do statutory bodies such as the National Library of Scotland, Stirling Council and Loch Lomond and the Trossachs National Park.

## EQUAL OPPORTUNITIES

The Ben Ledi View Community Newspaper is an equal opportunities organisation and this ethos is reflected in the *Ben Ledi View*. We ask advertisers to please ensure that their advertisements do not discriminate on grounds of nationality, race, gender, disability, age, religion and belief, or sexual orientation. We reserve the right to refuse advertisements that may be discriminatory.

Where advertisers are organisations, businesses or services with public premises, we ask them please to state in their advertisements whether their premises are accessible to people with disabilities, and, if they are, to please state clearly what kind or kinds of adaptations are available for the use of clients, patrons and service users. **Accessibility icons for artwork may be downloaded free from the US Graphic Artists Guild at [www.graphicartistsguild.org/resources/disability-access-symbols/](http://www.graphicartistsguild.org/resources/disability-access-symbols/)**

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## ADVERTISING WITH THE BLV

### IMPORTANT NOTES FOR ADVERTISERS

The prices and artwork sizes of mono (black and white) ad spaces in the *BLV* are set out on page 4, and those for colour ads on page 5.

Please note that in response to advertisers' requests we have re-introduced half-page advertising spaces.

Please would advertisers note the following conditions:

1. All bookings, whether single or bulk, must be reserved and confirmed through the *BLV* Advertising Co-ordinator at [advertising@benlediview.co.uk](mailto:advertising@benlediview.co.uk). Full payment must be received in advance by the *BLV* Treasurer before ads are printed. Please see page 7 for our full contact details.
2. Due to the nature of printing technology the inclusion in the *BLV* of even one colour ad, however large or small, requires us to print two entire pages in colour. Colour print is much more expensive than black and white, and at times — for instance, if only one very small colour ad has been booked — it may be uneconomic for the *BLV* to print an entire colour spread. The *BLV* must, therefore, reserve the right, if necessary, to convert to and print in black and white (at black and white rates) ads submitted in colour if our viability threshold for colour print is not met by colour advertising bookings. When such amendments are necessary our Advertising Co-ordinator will, of course, liaise with the advertiser to notify them.
3. Instructions for artwork and digital file formats are presented on page 6. These must be adhered to, please. The *Ben Ledi View* reserves the right not to print artwork supplied at the wrong size or in the wrong format.

# BEN LEDI VIEW

## MONO ADVERTISEMENT RATES

### MONO (BLACK AND WHITE) ADVERTISEMENT SIZES AND RATES

Description	Number of issues	Price	Depth (mm)	Width (mm)
5cm Single Column	1	£15	50	60
	3	£43		
	6	£83		
	10	£135		
5cm Double Column	1	£30	50	124
	3	£86		
	6	£167		
	10	£270		
5cm Triple Column	1	£45	50	189
	3	£128		
	6	£250		
	10	£405		
10.5cm Single Column	1	£30	105	60
	3	£86		
	6	£167		
	10	£270		
Quarter Page	1	£60	105	124
	3	£171		
	6	£333		
	10	£540		
Half page	1	£80	125	189
	3	£228		
	6	£444		
	10	£720		
Full page (print area)	1	£160	268	189
	3	£456		
	6	£888		
	10	£1,440		
Advertorial (per page)	1	£160		

# BEN LEDI VIEW

## COLOUR ADVERTISEMENT RATES

### COLOUR ADVERTISEMENT SIZES AND RATES

Description	Number of issues	Price	Depth (mm)	Width (mm)
5cm Single Column	1	£30	50	60
	3	£86		
	6	£167		
	10	£270		
5cm Double Column	1	£60	50	124
	3	£171		
	6	£333		
	10	£540		
5cm Triple Column	1	£90	50	189
	3	£257		
	6	£500		
	10	£810		
10.5cm Single Column	1	£60	105	60
	3	£171		
	6	£333		
	10	£540		
Quarter Page	1	£120	105	124
	3	£342		
	6	£666		
	10	£1,080		
Half page	1	£160	125	189
	3	£456		
	6	£888		
	10	£1,440		
Full page (print area)	1	£320	268	189
	3	£912		
	6	£1,776		
	10	£2,880		

# BEN LEDI VIEW

## ADVERTISEMENT ARTWORK SPECIFICATION

Please would advertisers supply their designers with the following information.

### ADVERTISEMENT ARTWORK SPECIFICATION

Description	Depth (mm)	Width (mm)	File format	Resolution (dpi)
5cm Single Column	50	60	PDF / EPS	300
5cm Double Column	50	124	PDF / EPS	300
5cm Triple Column	50	189	PDF / EPS	300
10.5cm Single Column	105	60	PDF / EPS	300
Quarter page	105	124	PDF / EPS	300
Half	125	189	PDF / EPS	300
Full page (print area)	268	189	PDF / EPS	300

All artwork for mono (black and white) ads must be mono/greyscale. All artwork for colour ads must be submitted in CMYK format.

All advertisements must be supplied either as PDF with fonts embedded, or as Mac-formatted files in the following formats: flattened Photoshop EPS with all type rasterized, or Illustrator EPS with fonts converted to outlines. In all cases, artwork must be high resolution, i.e. 300 dpi–600 dpi.

Please supply finished files, clearly labelled with the name of the advertiser and the date, to our Advertising Coordinator via email at [advertising@benlediview.com](mailto:advertising@benlediview.com) (maximum attachment size: 4.5Mb). Please include the name of the advertiser, prefixed by the word *BLV ad*, in the email's subject line, and include both client's and designer's contact details in the message. Larger files may be sent via the free FTP service [www.yousendit.com](http://www.yousendit.com), again to [advertising@benlediview.com](mailto:advertising@benlediview.com).

Advertisers who do not have access to professional designers will find helpful advice about producing artwork on home computers at: [www.benlediview.co.uk/adinfo.html](http://www.benlediview.co.uk/adinfo.html)

The *Ben Ledi View* reserves the right not to print artwork supplied in the wrong size or format.

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## ADVERTISING & EDITORIAL COPY DEADLINES, 2012

Edition	Issue Number	Advertising Deadline	Editorial Deadline	Publication Date
February 2012	251	12-01-12	17-01-12	04-02-12
March 2012	252	09-02-12	14-02-12	03-03-12
April 2012	253	15-03-12	20-03-12	07-04-12
May 2012	254	12-04-12	17-04-12	05-05-12
June 2012	255	10-05-12	15-05-12	02-06-12
July/August 2012	256	14-06-12	19-06-12	07-07-12
September 2012	257	09-08-12	14-08-12	01-09-12
October 2012	258	13-09-12	18-09-12	06-10-12
November 2012	259	11-10-12	16-10-12	03-11-12
December 2012/January 2013	260	08-11-12	13-11-12	01-12-12

Please note that these **Advertising Deadlines** are the dates by which advertising copy and artwork must be received by the Advertising Team at [advertising@benlediview.co.uk](mailto:advertising@benlediview.co.uk).

Please always label your emails clearly with the name of your company or organisation.

### CONTACT INFORMATION

**By post:** The Ben Ledi View, c/o Callander Community Library, South Church Street, Callander, Perthshire, FK17 8BN.

**By email:** Advertising enquiries: [advertising@benlediview.co.uk](mailto:advertising@benlediview.co.uk)  
Billing and accounts enquiries: [treasurer@benlediview.co.uk](mailto:treasurer@benlediview.co.uk)

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