

BEN LEDI VIEW

CALLANDER COMMUNITY NEWSPAPER

COMMUNITY NEWSPAPER OF THE YEAR 2008, STIRLING COMMUNITY NEWSPAPER FORUM

MEDIA PACK 2010

(NOVEMBER 2009 EDITION)

www.benlediview.co.uk

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 Callander Community Newspaper Association, 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

Callander Community Newspaper Association 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 would encourage them 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. Graphic icons for artwork may be downloaded free from the US Graphic Artists Guild at 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 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. 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. The addition of colour advertising to the *BLV* is for a trial period only, pending analysis of advertiser take-up. Because this development has coincided with a period of great global and local economic uncertainty we cannot be certain what our advertiser uptake will be for this colour format. 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 matched by colour advertising bookings.
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.

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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	£41		
	6	£70		
	10	£105		
5cm Double Column	1	£30	50	124
	3	£82		
	6	£140		
	10	£210		
5cm Triple Column	1	£45	50	189
	3	£123		
	6	£210		
	10	£315		
10.5cm Single Column	1	£30	105	60
	3	£82		
	6	£140		
	10	£210		
Quarter Page	1	£59	105	124
	3	£164		
	6	£279		
	10	£378		
Full page (print area)	1	£126	268	189
	3	£363		
	6	£642		
	10	£945		

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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	£82		
	6	£140		
	10	£210		
5cm Double Column	1	£60	50	124
	3	£164		
	6	£280		
	10	£420		
5cm Triple Column	1	£90	50	189
	3	£246		
	6	£420		
	10	£630		
10.5cm Single Column	1	£60	105	60
	3	£164		
	6	£280		
	10	£420		
Quarter Page	1	£109	105	124
	3	£314		
	6	£558		
	10	£756		
Full page (print area)	1	£200	268	189
	3	£663		
	6	£1,242		
	10	£1,945		

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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
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 (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 www.yousendit.com, again to 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

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, 2010

Edition	Issue Number	Advertising Deadline	Editorial Deadline	Publication Date
February 2010	231	14-01-10	19-01-10	06-02-10
March 2010	232	11-02-10	16-02-10	06-03-10
April 2010	233	11-03-10	16-03-10	03-04-10
May 2010	234	08-04-10	13-04-10	01-05-10
June 2010	235	13-05-10	18-05-10	05-06-10
July/August 2010	236	10-06-10	15-06-10	03-07-10
September 2010	237	12-08-10	17-08-10	04-09-10
October 2010	238	09-09-10	14-09-10	02-10-10
November 2010	239	14-10-10	19-10-10	06-11-10
December 2010/January 2011	240	11-11-10	16-11-10	04-12-10

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.

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
Billing and accounts enquiries: treasurer@benlediview.co.uk

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CALLANDER COMMUNITY NEWSPAPER ASSOCIATION

c/o CALLANDER COMMUNITY LIBRARY, SOUTH CHURCH STREET, CALLANDER, PERTSHIRE, FK17 8BN