

# Kempshott Kourier

Connecting local people to local businesses for 20 years

# Media Pack 2024





# Advertising Specifications, Guidelines and Rate Card

**Format** The Kempshott Kouier magazine is an A4 magazine, saddle stitched and printed in full colour throughout on 115 gsm paper in a gloss finish. We produce 4000 copies which circulates throughout home covering Kempshott, The Berg, Buckskin, Worting and some surrounding areas by local volunteers.

**Copy Deadline** Final copy must be submitted by the 15th of each month for inclusion in the following month's issue. Magazines are distributed on or around the last weekend of the month for the following month.

**Acceptable Formats** Artwork can be submitted in the following formats:

- PDF, with no security/password protection
- JPEG
- TIFF
- Photoshop
- EPS (Illustrator files)

**Unacceptable Formats** Please do not supply finished advert artwork in a Word document - unless you are happy for us to recreate the advert from supplied information.

**Resolution** Files, including any images, must be 300dpi to print clearly, otherwise they may appear fuzzy, distorted or pixelated. Most images found on the web are 72 dpi and are generally not suitable for professional printing.

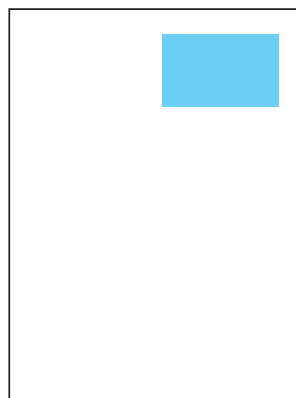
**Colours** All files must be supplied as CMYK or Grayscale. Files sent to us using RGB, Pantone, or spot colours will be automatically converted to CMYK, which may cause changes to your colours.

**Fonts** If we don't have the font you have used, it may be automatically substituted for an alternative font. To avoid this, please embed or outline all fonts used in your document before sending final artwork.

**Copyright** Under no circumstances should images be taken or downloaded from the internet, or scanned from a catalogue or flyer, unless they are paid-for stock photos (circumstances apply, please consult us). Any copyright issues relating to the use of images and adverts submitted are entirely the responsibility of the advertiser.

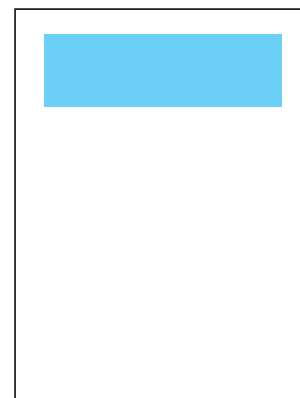
**Advert Design** We are happy to design or put together your advert for you from hard copy or amend a current electronic copy if required. Please note that a separate one-off charge is made for this service, but once your advert is designed you can use it anywhere you like!

**Liability** We will not accept content/copy dictated over the phone, as mistakes are more likely to occur. Please email all changes. Please make sure you check your proof thoroughly for any errors, especially your contact information. After your advert is signed off by you and sent to print, we cannot accept any responsibility for mistakes



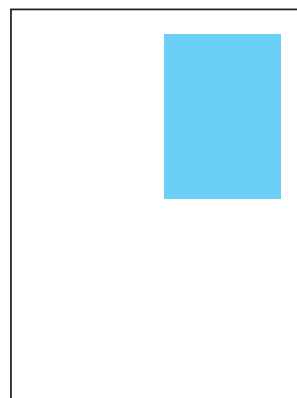
**EIGHTH PAGE**  
Height x Width (mm)  
Type 68 x 94

1mth £35  
3 mths £105  
6mths £210  
1 year £385



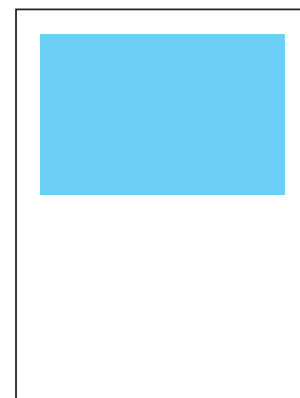
**QUARTER PAGE (Horizontal)**  
Height x Width (mm)  
Type 68 x 190

1mth £70  
3 mths £210  
6mths £420  
1 year £770



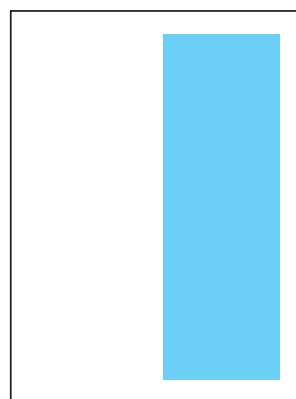
**QUARTER PAGE (Vertical)**  
Height x Width (mm)  
Type 137 x 94

1mth £70  
3 mths £210  
6mths £420  
1 year £770



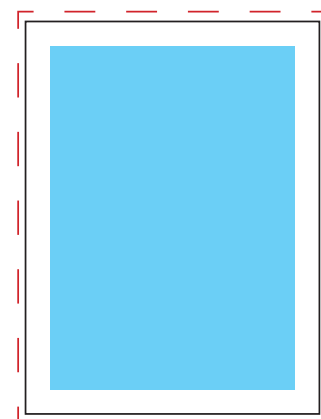
**HALF PAGE (Horizontal)**  
Height x Width (mm)  
Type 139 x 190

1mth £140  
3 mths £420  
6mths £840  
1 year £1540



**HALF PAGE (Vertical)**  
Height x Width (mm)  
Type 190 x 94

1mth £140  
3 mths £420  
6mths £840  
1 year £1540



**FULL PAGE**  
Height x Width (mm)  
Type 297 x 210  
Bleed 303 x 216

1mth £280  
3 mths £840  
6mths £1680  
1 year £3080