

# Get your Business noticed

Our FREE full colour magazine is in your area!

Why advertise in the Villager?

- High standard of production and print
- Low cost with full impact
- We try to have only two of any type of businesses advertising at any one time
- Full colour advertising at no extra cost
- The more you book the cheaper the price
- Full design and layout service available

What areas do we cover?

**New area - Ampthill / Flitwick and surrounding**

Copies will be distributed door to door throughout:

Millbrook, Lidlington, Ridgemont, Steppingley, Houghton Conquest, Maulden Flitton, Greenfield, Pulloxhill, Clophill, Stewartby, Westoning, Harlington, Tingrith, Eversholt.

Outlets

We also have distribution points, including pubs, garages, most shops, in all of the above as well as throughout Ampthill and Flitwick themselves.

**Our other 4 editions covering;**

- Potton, Sandy, Biggleswade, Gamlingay and surrounding villages.
- Henlow, Baldock, Langford, Stotfold and surrounding villages.
- Huntingdon, Buckden, Godmanchester through to St Neots, Cambourne and surrounding.
- Bedford, Kempston and surrounding villages.

The  
**VILLAGER**  
and Town Life

All forms of payment are accepted

## Advert Sizes & Price Guide *(all full colour)*

Classified: 62 x 34 mm Design costs starting from £10

Quarter: 93 x 62 mm Design costs starting from £15

Half: 131 x 93 mm Design costs starting from £20

Full: 194 x 131 mm Design costs starting from £25

## Special Offers - Advertising Packages

Quarter pg: 3 Months advertising for just £165  
making it just **£55 per month**

Half pg: 3 Months advertising for just £255  
making it just **£85 per month**

Full pg: 3 Months advertising for just £495  
making it just **£165 per month**



## Advertising Prices - per edition

Quarter pg: £60 per month

Half pg: £95 per month

Full pg: £185 per month

Inside Rear/Front page £195 per month

Back Cover: £225 per month

Classified: £40 per month

*Other sizes & package costs available.  
Please check guidelines for what we accept if you are supplying your own adverts.*



**“Bringing local business to local people”**

# Advert Guidelines

## Format

The Villager is an A5 size magazine, saddle stitched and printed in full colour throughout on 130gsm paper in a silk finish, giving it a very high quality feel.

## Copy deadline

Final copy must be submitted by the 12th of each month for inclusion in the following month's edition, which will be distributed in or around the last weekend of the month for the following month.

## Acceptable formats

Data can be submitted to us in any of the following formats.

- PDF, with no security/not password protected
- JPEG
- TIFF
- Photoshop
- EPS (Illustrator files to be supplied at CS3 or lower)

## Unacceptable formats

Please do not supply a finished advert design in a Word document, only use Word if you need to send us copy.

MS Publisher files are NOT accepted

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

**Colours** - Files must be CMYK or Grayscale for colours to print accurately. Files that are sent to us using RGB, Pantone, or spot colours will be automatically converted to CMYK which may cause some 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 happening, please embed or outline all the fonts used in your document before sending us the 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.

## A useful guide to advertising in The Villager

### Advert design

**Saving you time and the hassle of getting it correct for print!**

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

### Stock Photos

If you require photos in your advert and you do not have any, we can research stock photos from £5 each.

### Leaflets

Although we would be happy to design and print leaflets for you, please call for a quote, we unfortunately do not carry leaflet inserts in The Villager.

### Liability

We will not accept content/copy dictated over the phone - as mistakes are more likely to occur, please email changes or copy.

Please make sure you check all information on your proof, including unusual words/spelling errors and that all your contact information is correct, as after your advert is signed off by you and sent for print, we cannot accept any responsibility for mistakes.

### Sending copy or your adverts on CD

Ad copy and editorial can be e-mailed to [artwork@villagemag.com](mailto:artwork@villagemag.com)

Or saved to CD and sent to;

Artwork - Villager

24 Market Square, Potton, Beds, SG19 2NP

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