

The Hythe Handbook 2011

Six editions are published each year

- 9,000 copies are distributed in total with the Royal Mail delivering to all homes and businesses in CT21 and the remainder available in pick-up points in the town
- Discounts are applied as follows and are included in the rates quoted in the table below, subject to payment being received by the first booking deadline:
 - A booking for two editions attracts a package discount of 10%
 - A booking for six editions attracts a package discount of 20%, subject to payment by monthly standing order
- Back Cover bookings are not offered at a package discount
- A booking is for the space, adverts can be different in each edition
- Bookings are confirmed on the receipt of a confirmation email or phone call, payment or a completed Customer Order Form
- Bookings must be paid for by the booking deadline to ensure any discounts and inclusion
- The editions are as follows: New Year (Jan/Feb); Spring (Mar/Apr); Summer (May/Jun); Holiday (Jul/Aug); Autumn (Sep/Oct); Christmas (Nov/Dec)
- Print ready adverts can be accepted in the following formats –JPEG, PDF, TIFF, Quark (High Res. 300dpi)
- Adverts can be produced for a fixed price from provided copy (either handwritten or in Microsoft Word / Powerpoint / Publisher or similar) see below
- We aren't VAT registered so what you see is what you pay!

Booking & Copy Deadline

Edition	Months	Issue	Booking & Copy Deadlines	Distribution w/c
New Year 2011	Jan/Feb	1 of 6	3rd Dec	3rd Jan
Spring 2011	March/April	2 of 6	11th Feb	7th March
Summer 2011	May/June	3 of 6	8th April	2nd May
Holiday 2011	July/August	4 of 6	10th June	4th July
Autumn 2011	Sept/Oct	5 of 6	12th August	5th September
Christmas 2011	Nov/Dec	6 of 6	7th October	31st October

Rate Card

Size	1 Edition	2 Editions	6 Editions
Sixteenth Page	£35	£63	£168
Eighth Page	£65	£117	£312
Quarter Page	£99	£178	£475
Half Page	£149	£268	£715
Full Page	£257	£462	£1,233