

THE HYTHE HANDBOOK - ADVERTISING RATES & DEADLINES

- The Hythe Handbook is an A5, glossy full colour local community magazine connecting local people with local businesses
- 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
 - Front Cover & Back Cover bookings are not offered at a package discount
- The Front Cover is priced individually but must be booked in conjunction with a display advertisement inside
- 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
- The prices listed are excluding VAT

Pricing

Size	Orientation Options	1 Edition	2 Editions	6 Editions
Line Ad	Landscape	17.00	30.60	81.60
Sixteenth Page	Portrait & Landscape	30.00	54.00	144.00
Eighth Page	Landscape only	54.00	97.20	259.20
Quarter Page	Portrait & Landscape	86.00	154.80	412.80
Half Page	Portrait & Landscape	128.00	230.40	614.40
Full Page	Portrait only	218.00	392.40	1046.40
Double Page	Landscape & 2 Page Portrait	328.00	590.40	1574.40
Back Cover	Portrait only	328.00	N/A	N/A
Front Cover	Landscape Banner	160.00	N/A	N/A
Bronze Design	N/A	15.00	N/A	N/A
Silver Design	N/A	35.00	N/A	N/A
Gold Design	N/A	65.00	N/A	N/A

Rates effective from March 2008 (Ex-VAT)

Deadlines

Edition	Months	Issue	Booking & Copy Deadlines	Published Date	Distribution w/c
Holiday 08	Jul / Aug	4 of 6	06 June 08	28 June 08	30 June 08
Autumn 08	Sep / Oct	5 of 6	15 August 08	06 September 08	08 September 08
Christmas 08	Nov / Dec	6 of 6	03 October 08	01 November 08	03 November 08
New Year 09	Jan / Feb	1 of 6	12 December 08	03 January 09	12 January 09
Spring 09	Mar / Apr	2 of 6	13 February 09	07 March 09	09 March 09
Summer 09	May / Jun	3 of 6	10 April 09	2 May 09	4 May 09

- We work in alliance with the publishers of the other local Handbooks in the area – in Folkestone, Canterbury, Deal and the Marsh – and if you book into two or more Handbooks concurrently you will benefit from a 10% discount on the above prices.
- If you are interested in advertising in the Ashford area then please speak to us and we can give you the contact details of someone who publishes similar magazines in the villages around Ashford.