



yourChesham

* Bringing your ad 'to life' with LAYAR

Advertising Rate Card and Specifications

Delivered to all HP5 postode area including: Chesham, Chartridge, Latimer, Botley, Ley Hill, Lye Green, Whelpley Hill, Hawridge, Bellingdon and Asheridge.
PLUS: The Lee, Ballinger and South Heath (HP16)

TOTAL RESIDENTIAL AND BUSINESS CIRCULATION EXCEEDS 11,000

	Full Page Colour	Half Page Colour	1/4th Page Colour	1/8th Page Colour	1/4th Page Mono	1/8th Page Mono
FULL PRICE	£218	£138	£85	£44	£80	£43
3 CONSECUTIVE ISSUES	£207	£132	£81	£42	£76	£40
ANY 6 ISSUES OUT OF 12	£201	£128	£79	£41	£74	£39
6 CONSECUTIVE ISSUES	£196	£124	£76	£40	£71	£38
12 CONSECUTIVE ISSUES	£175	£111	£68	£35	£63	£33
FULL PAGES, SPREADS & COVERS	4 PAGE CENTRE SPREAD £499		2 PAGE CENTRE SPREAD £349		INSIDE COVER FP ONLY £249	BACK COVER FP ONLY £295

Advertisers will qualify for an **additional discount** from the published rates when they place an advert in our associated magazine **yourAmersham** during the same month.

Both Full Page adverts will be reduced by £9; Half Page adverts by £6;
 Quarter Page adverts by £4 and Eighth Page adverts by £2.

* BRING YOUR ADVERT TO LIFE WITH yourChesham AND LAYAR

Your advert can be interactive to people using portable devices such as iPhones, Android phones, iPads and most tablets, allowing them connect with the printed material in the magazine. With the LAYAR application downloaded free from the usual App Stores, device users will be able to reveal floating buttons 'providing instant direct links to websites, phone numbers, e-mail addresses and/or social media, videos, photographs and 3D graphics just by scanning it. **The above prices include 2 basic LAYAR links**

ADVERT DIMENSIONS

FULL PAGE BLEED	154mm wide x 216mm deep
HALF PAGE	128mm wide x 92mm deep
HALF PAGE VERTICAL	62mm wide x 186mm deep
QUARTER PAGE	62mm wide x 92mm deep
QUARTER PAGE HORIZONTAL	128mm wide x 44mm deep
EIGHTH PAGE	62mm wide x 44mm deep

Your advertisement must be forwarded as: PDF, Word, GIF or JPEG format to: ads@yourchesham.co.uk prior to the monthly deadline to the dimensions required. Minimum resolution of 300dpi



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yourChesham

www.yourchesham.co.uk

Terms and conditions

'The company' means 121 UK Ltd. 'You' means the customer. 'The agreement' means the terms agreed in this agreement. Please note that this is a paperless contract and you do not need to sign and return anything in order to be bound by our terms and conditions of business. It is deemed that by advertising in yourChesham, you have read and accepted these terms and conditions.

THE COMPANY AGREES:

- 1.0 to offer you advertising in the magazine entitled 'yourChesham' in the issue as specified on your invoice, which is distributed to postcodes in the HP5 area and certain others with an HP postcode and available at other selected outlets as deemed suitable by the company. The distribution for each issue will exceed 11,000 copies.
- 1.1 if requested, to create your advertisement to your satisfaction and present this to you for approval. This service will usually be charged for at our hourly rate but can be provided without charge if agreed at outset. The copyright in your advertisement remains with the company until such time that you pay the sum due to us in full as detailed on your invoice.
- 1.2 to notify you of any material changes in distribution schedules. For details of distribution please visit www.yourchesham.co.uk or email admin@yourchesham.co.uk
- 1.3 to respond to customer service issues made in accordance with our complaints procedures, a copy of which is available upon request.

YOU AGREE:

- 2.1 to supply all necessary material to us to enable us to create and/or proof your advertisement in advance of the deadlines provided.
- 2.2 that when supplying your own advertisement artwork, to send it in either a PDF, Word, GIF or JPEG format with a minimum resolution of 300 DPI and within our advertisement dimensions.
- 2.3 when your advertisement artwork is supplied, it can be used without changes and will be inserted into the publication without the need to have it further approved by you.
- 2.4 to warrant that your advertisement complies with the code of advertising practice and/or any statutory orders and guidelines and you have obtained the necessary copyright permissions to allow you to produce all or any part of your advertisement.
- 2.5 when within an agreed advertising period, we will use the advertisement artwork previously supplied unless you have supplied, approved or signed off new artwork prior to the deadline date and the fee on the invoice shall be due regardless.
- 3.0 other than the premium pages detailed on our rate card, we offer no guaranteed page or position for your advertisement.
- 3.1 the company shall not be held responsible for issues with design or print outside of our control and that the full fee shown on your invoice shall be due regardless.

- 3.2 this is a business to business contract there is no cooling off period in which you can cancel your agreement to advertise.
- 3.3 the company has a policy of continued product development and the format, position, layout and distribution of the magazine and your advertisement may change in accordance with this policy.
- 3.4 no increase in business levels are guaranteed by advertising in yourChesham.
- 4.0 to pay for all advertising on or before the deadline date unless we provide an account for you.
- 4.1 that if we provide an account for you, we require payment to terms. Payment must be made on time, in full, and without any deduction, set off or counterclaim. In the event that your account becomes over due, we reserve the right to transfer your account over to our debt collection agency Daniels Silverman and you will become liable for all costs incurred plus VAT at the prevailing rate. You agree that you will be legally liable to pay us that surcharge, and that payment of the same can be enforced against you in court. You also agree to pay interest at the relevant reference rate provided for under the Late Payment of Commercial Debts (Interest) Act 1998, which interest is payable both after and before any judgment of the court and continues to accrue.
- 5.0 to contact us to query any of the terms and conditions within this agreement within 14 days of receipt of them. If you do not make contact with the company within 14 days you are deemed to have accepted them.
- 5.1 the company reserves the right to change the terms and conditions at any time and the company will send a copy of the revised terms and conditions within a reasonable time. If you do not contact us within 14 days of them being received, you are deemed to have accepted them.
- 5.2 nothing in this agreement shall constitute a partnership between you and the company.
- 5.3 the company has authorisation to process personal data and data relating to your contract with the company in accordance with the Data Protection Act (DPA) legislation, revised from time to time.
- 5.4 the company reserves the right to refuse/edit features at their discretion