

The

WOKING



Magazine

Are you getting your message across to potential customers?
Would you like to improve your reach and attract new business?
The Woking Magazine could be just the vehicle you need to deliver your key messages and kick-start your marketing programme.

- An A4, colour magazine, 32 pages.
- 48,000 copies published three times a year.
- Delivered to over 40,000 households via Royal Mail.
- Also available from public information points in Woking.
- Has a readership in excess of 80,000.
- Features local news and information about local events, community initiatives, Woking people and Council services.
- Research shows that many people keep the magazine for several weeks after reading as it is a good source of information.

Advertisement rates:

Full page*	210mm x 297mm (3mm bleed with crop marks)	£900
Half page - landscape	180mm x 132mm	£600
Half page - portrait	85mm x 269mm	£600
Quarter page	85mm x 132mm	£360

*Back page and inside covers available for an additional charge of £50.
All prices are for colour and black/white advertisements and are exclusive of VAT.

A discount is available for multiple bookings.

All measurements are given in millimetres, (width given first).

Adverts to be supplied as high resolution pdf, tiff or eps files, (minimum resolution of 300dpi).

The Woking Magazine deadlines	Spring 2012	Summer 2012	Winter 2012
Deadline for artwork	Thurs 19 Jan	Thurs 26 April	Thurs 6 Sept
Royal Mail Distribution	Mon 12 Mar	Mon 4 June	Mon 29 Oct

If you are interested in advertising in the Woking Magazine, please call Dory Merriman on: 07775 598470 or email: dory.merriman@woking.gov.uk



Rate card



ADVERTISER TERMS AND CONDITIONS

The placing of an order for the insertion of an advertisement shall amount to an acceptance of these terms and conditions by the person, company or other legal entity placing such order ("the Advertiser") SAVE THAT Woking Borough Council shall be entitled and does hereby reserve the right to refuse any such acceptance in its sole and absolute discretion.

The Council shall have at their absolute discretion the right to refuse, omit, suspend or change the position of any advertisement accepted for publication.

The Council shall have the right, without notice to the Advertiser, to make any alterations they consider necessary or desirable in any advertisement or to require any blocks of copy to be amended to meet their approval.

All advertising rates are quoted exclusively of any Value Added Tax.

The Council shall not be responsible for any loss or damage of any material supplied for the purpose of an advertisement.

The Council shall not be bound by notice of stop orders or cancellations of advertisements booked for insertion received less than four weeks before the publication date. In the event of this happening, the advertiser will be invoiced for the full amount.

The Advertiser shall deliver artwork by the 'artwork date' and, in the event of a failure to do so, the Council reserves the right to use any previously supplied copy. In the event of there being no appropriate artwork, the advertisement will be invoiced at full cost.

All advertising copy submitted to the Council shall be legal, decent, honest and truthful. It shall comply with the British Code of Advertising Practice and all other codes for the time being under the general supervision of the Advertising Standards Authority.

Neither the Council or the Advertiser shall be liable to each other for any liability or damage consequential or otherwise caused by or arising out of any retrospective Act of Parliament or any Order of Council, Act of State, strike by employees, lock-up, trade dispute, enemy action, rioting, civil commotion, fire, force majeure, Act of God or other similar contingency beyond the control of either of them.

Any advertiser offering Mail Order Services requiring payment in advance of any goods being dispatched, must be a member in good standing of the Mail Order Protection Scheme (MOPS) and must produce on demand proof of such membership prior to acceptance of the advertisement.

English law shall govern any agreement entered into with the Council incorporating these terms and conditions and the parties hereto submit to the sole jurisdiction of the Courts of England and Wales.

Advertisements submitted for insertion shall comply with all legal requirements and in particular (but without limiting the generality of the foregoing) shall not contain any defamatory, fraudulent, misleading or false statement, infringe copyright or other rights of any third party or unfairly prejudice the legitimate interests of third parties by implication or otherwise and the Council's decision in this regard shall be final and binding on the parties.

Any discount/s given for multiple bookings will become invalid if the bookings are not completed. The advertiser will then be invoiced for the full rate charges.

Payment of accounts shall be made not later than 30 days following invoice.