



King's Sutton Times

Advertisement Rates and Mechanical Data

The **King's Sutton Times** is delivered free of charge to every residence and business in the village during the first week of the month of publication. Previous issues of the magazine can be viewed online at <https://kingsutton-pc.gov.uk/kings-sutton-times/>.

The King's Sutton Times is sponsored and published by the Parish Council. However, the magazine maintains editorial independence and its content does not necessarily reflect the council's views.

Publication and Copy Dates

The King's Sutton Times is published by the Parish Council three times a year on the following dates (please note that dates are subject to change but advertisers and contributors will be advised if this happens):

- **Spring issue**
copy date 15 February
publication date 1 April
- **Summer issue**
copy date 15 June
publication date 1 August
- **Winter issue**
copy date 15 October
publication date 25 November

Standard Rates

The standard rates for advertising in the King's Sutton Times apply to any advertisement that is positioned within the publication's layout at the advertising team's discretion.

Special Positions

Special positions – inside front cover, inside back cover, facing specific editorial, etc – can be guaranteed at the time of booking at additional cost. The King's Sutton Times reserves the right to refuse requests for special positions at its own discretion.

	Standard Rates		Special Positions	
	One Issue	Three Issues	One Issue	Three Issues
Quarter Page	£16.00	£43.50	£17.50	£46.50
Half Page (Horizontal/Vertical)	£29.50	£83.00	£31.00	£89.00
Full Page	£57.00	£157.50	£58.00	£169.00
Double Page Spread	£108.50	£307.50	£110.00	£310.50



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Artwork Resolution

All bitmap images for reproduction in the King's Sutton Times must be at least 300dpi at the used size.

Delivery Method

Finished artwork files for advertisements must be in PDF, encapsulated Postscript or JPG format with all fonts embedded and must be delivered by email to KSTadvertising@kingssutton-pc.gov.uk.

Emails must be no more than 10MB in size and must include the sender's full contact details including a daytime telephone number. Please do not use any file compression software such as Winzip or Stuffit to amalgamate or reduce the size of attached files. For larger files, please use an online service such as WeTransfer.

Advertisement Artwork Dimensions

Type Area (H x W)	Bleed Area (H x W)	Trim Area (H x W)
Quarter Page 86mm x 61mm	N/A	N/A
Half Page Horizontal 86mm x 126mm	N/A	N/A
Half Page Vertical 176mm x 61mm	N/A	N/A
Full Page 176mm x 126mm	216mm x 154mm	210mm x 148mm
Double Page Spread 176mm x 272mm	216mm x 302mm	210mm x 296mm

Advertisement Production

If you have no way to produce your own artwork, the King's Sutton Times design team can quote a price to typeset your advertisement for you. Here's what we need to do that:

- The full text of your advertisement, sent by email to KSTadvertising@kingssutton-pc.gov.uk (Please include your advertisement text within your email rather than attach a separate document.)
- Images (logos, photographs or line drawings), sent by email to KSTadvertising@kingssutton-pc.gov.uk If you do not have digital images, please provide photographs or printouts to Yolande Jaquet. (These will be returned when we have scanned them.)
- Emails must be no more than 10MB in size and must include the sender's full contact details including a daytime telephone number. Please do not use any file compression software such as Winzip or Stuffit to reduce the size of attached files.

If you have no access to email or wish to provide original photographs or hard copy, please deliver to **Yolande Jaquet, King's Sutton Times, Barn Cottage, Astrop Road, King's Sutton, Banbury OX17 3PS.**

Advertisement Style

If you know how you want your advertisement to look, please include instructions or attach a style guide for us to follow (but clearly mark it as such so we don't confuse it with actual copy). In the absence of a style guide or specific instructions, we will lay your advertisement out to what we consider best advantage.

Photograph/Artwork Attachments

- Image files can be submitted in RGB, Grayscale or CMYK mode
- Image files must be 300dpi at actual cropped size (preferably 600dpi for line art logos)
- Image files must be supplied in JPG format, maximum quality (or encapsulated Postscript or high resolution, press quality Adobe PDF)