

Advertising Information and Rates



**Haddrells
Village Directories**

YOUR GUIDE TO LOCAL LIFE



**Haddrells
TOWN
CRIER**

*“A successful and cost-effective
way to advertise your business”*

Haddrells

Publishing since 1986

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West Sussex RH17 5SD

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www.villagedirectories.com

Ten Great reasons to advertise with us

- 1 COMMUNITY MINDED** – 50% of each Village Directory is dedicated to contain local information. These social listings are free to the local community.
- 2 EXPERIENCED** – We have been successfully publishing since 1986. In that time we have built good relationships with communities across West Sussex, who trust us to keep them informed, shopping locally and using local services.
- 3 LONGEVITY** – Our research shows Village Directories are kept in homes for the whole year. It is referred to by every member of the family- often on daily basis.
- 4 WEBSITE** – A pdf of every directory will be published online thus allowing thousands more people to view your advert.
- 5 WIDE EXPOSURE** – We deliver each directory free of charge to every home and business in the village/town area. Directories are also made available throughout the year from pick up points located within the area.
- 6 PROVEN RESULTS** – Advertising with us works! Some of our customers have been with us for the past 25 years, and most come back year after year.
- 7 AFFORDABLE** – Advertising with Haddrells is very cost effective based on the number of people who will regularly look at your advert.
- 8 FREE** – There is no charge to receive Village Directories or the Town Crier.
- 9 RELEVANT** – Useful and accurate local information appeals to the distribution area. Residents and businesses keep their Directory each year, as they are seen as being a valuable community publication.
- 10 HIGH IMPACT** – The high quality full colour A5 booklet is distributed door-to-door on its own, so your message will not get lost amongst other mail, flyers, leaflets or free newspapers.

Welcome

In this Advertising Information and Rate Booklet we hope to make the process of advertising with us as clear and easy as possible, whilst ensuring advertisers have all the information needed to make an informed decision about advertising.

Haddrells produce two types of publication as shown below.

Booking is easy using the prepaid card enclosed, or online at www.villagedirectories.com, or by phone.

Haddrells



- An annual Community Information Booklet
- Devoting at least 50% of its content to community information
- Distributed to every household and business in the village area
- Also available at public access points (libraries, estate agents, pubs, community halls etc)



- Essentially an annual business directory
- Containing business advertising and essential local information
- Devoting a large percentage of content to business information
- Distributed to up to 20,000 homes and businesses
- Targeting towns and surrounding village

Publishing Areas & Distribution Figures

VILLAGE DIRECTORIES	QUANTITY DISTRIBUTED	MONTH PUBLISHED	BAND
Cowfold	1000	June	A <i>(up to 1000 copies distributed)</i>
Ditchling	1000	November	
Handcross & Balcombe <i>(includes Staplefield, Pease Pottage, Warminglid & Slaugbam)</i>	2000	March	B <i>(Up to 2500 copies distributed)</i>
Cuckfield	2200	March	
Bramber & Beeding	1700	June	
Findon <i>(includes Clapham & Patching)</i>	1700	July	
Ashington & Washington	1700	September	
Hurstpierpoint <i>(includes Albourne & Sayers Common)</i>	3000	January	C <i>(Up to 3500 copies distributed)</i>
Hassocks and Keymer	3500	January	
Ferring	3100	November	
Angmering	3300	April	
Southwater <i>(includes Broadbridge Heath)</i>	3500	April	
Henfield <i>(includes Small Dole, Woodmancote & Blackstone)</i>	4000	May	D <i>(Up to 4500 copies distributed)</i>
Billingshurst <i>(includes Shipley & Coolbam)</i>	4500	July	
Pulborough <i>(includes West Chiltington, Watersfield, Fittleworth, Coldwaltham & Nutbourne)</i>	4300	August	
Steyning <i>(includes Asburst)</i>	4000	October	
Storrington & District <i>(includes West Chiltington, Thakeham & Sullington)</i>	6000	February	

TOWN CRIER	QUANTITY DISTRIBUTED	MONTH PUBLISHED	BAND
Haywards Heath <i>(including Bolnore, Franklands Village and Fox Hill)</i>	10000	January	F <i>(Up to 10000 copies distributed)</i>
Petersfield, Midhurst & Petworth <i>(and surrounding villages)</i>	15000	May	G <i>(Up to 20000 copies distributed)</i>

Rates & Discounts

INSIDE PAGES

BAND	1/8	1/4	1/2	1 PAGE
A	£39.00	£60.00	£88.00	£115.00
B	£59.00	£98.00	£147.00	£199.00
C	£70.00	£115.00	£168.00	£225.00
D	£78.00	£130.00	£189.00	£254.00
E	£100.00	£152.00	£228.00	£312.00
F	£115.00	£157.00	£252.00	£351.00
G	£126.00	£168.00	£288.00	£414.00

COVERS

BAND	INSIDE COVER FRONT OR BACK	BACK COVER
A	£136.00	£166.00
B	£248.00	£321.00
C	£321.00	£445.00
D	£357.00	£497.00
E	£446.00	£603.00
F	£498.00	£656.00
G	£556.00	£714.00

QUANTITY DISCOUNT

- 10% for more than one directory
- 15% for 10 or more directories
- 20% for all the directories

PRE-PAYMENT DISCOUNT

- 10% for pre-payment of advertising costs before the first publication dates

(Invoiced at the time of booking and paid within 14 days of invoice).

SPLIT PAYMENTS NEGOTIABLE

File formats accepted: Hi-Resolution Colour PDF. Hi-resolution colour TIFF or EPS. Advertisements can be designed, please enquire for costs. Advertising rate bands are based on the size of the publication area. All prices subject to the addition of VAT at the current standard rate.

Advertising sizes

FULL PAGE

195mm high x 134mm wide

HALF PAGE

95mm high x 134mm wide

QUARTER PAGE LANDSCAPE

50mm high x 134mm wide

EIGHTH PAGE

50mm high x 64mm wide

QUARTER PAGE PORTRAIT

90mm high x 64mm wide

Terms and Conditions of Advertising with Haddrells (Village Directories and Town Crier)

We/Us = Haddrells

You = the advertiser

1. Advertisement bookings are accepted upon the understanding that You are authorised to book the advertising and understand that the relationship between You and Us is governed by the conditions set out below.
2. Cancellations, advertisement changes, corrections or alternations cannot be made after the booking deadline has passed. All cancellations and changes must be confirmed in writing.
3. You can only cancel your advertising contract once it has run its term. All booked advertisements must be paid for.
4. We reserve the ownership of advertisements that We have designed. If You would like to own the advert We will charge £25 (+ VAT) to cover the cost of the design.
5. If You choose to pre-pay, payment must be made within 14 days of invoicing to secure your discount. If pre-payment is not made before that date We will charge you the advertisement rate without the pre-payment discount.
6. We shall not be liable for any cost or damages if for any reason the advertisement is not published. We reserve the right to decide how to resolve such a situation.
7. We shall not be liable for any delay in production and/or distribution for any reason.
8. Unless You have pre-paid, You will receive an invoice at the time of publication. You must pay within 30 days of the date on the invoice to avoid being penalised.
9. If You do not settle your invoice within 30 days We reserve the right to charge interest at the Current Bank Rate according to the Bank of England (see: www.bankofengland.co.uk) on the outstanding balance each month it is overdue, unless privately agreed.
10. We accept re-booking requests by written contract (by email or post) or verbal agreement. We do not require You to sign a document to book or re-book advertising space.
11. The positioning of advertisements is at the discretion of the Publisher, except where a specifically requested, preferred position (such as page location or competitive separation) is requested. The Publisher's inability or failure to comply with any positioning request shall not relieve You of the obligation to pay for the advertising.

Surrey

Petersfield 


Midhurst 

Petworth 

Pulborough 

Storrington 

Ashington 

Washington 

Findon 

Angmering 

Ferring 

Billingshurst 

Southwater 

Handcross 

Balcombe 

Cowfold 

Hurstpierpoint 

Henfield 

Bramber & Beeding 

Steyning 

Cuckfield 

Hassocks & Keymer 

Haywards Heath 

Ditchling 

*West
Sussex*

*East
Sussex*

Hampshire