

## ADVERTISING RATES 2017

### Display Advertising

(Minimum 3cm advert)  
single column per cm **£3.41**

### Front Page, Colour & Legal

single column per cm **£4.51**

### Full, Half, Quarter Page

**Please phone for details**

### Classified Rates

**£4.64** for 10 words (minimum)  
**17p** per extra word

Box No. **£3.42**

Border **£1.14**

Bold **8p** per word

### Promotion

Special Prepaid Contract  
Rates on Advertisements:  
6 weeks (unchanged copy)  
and over - **10% discount**

#### ALL PRICES SUBJECT TO VAT @ STANDARD RATE

All gross advertising rates (except classified lineage and semi-display) are subject to a 0.1% Advertising Standard Board of Finance (ASBOF) surcharge, payable by advertisers, to help finance the self-regulatory system administered by the Advertising Standards Authority.

**Latest time for copy - Colour adverts - Mon 5 pm**  
**Latest time for copy - B&W adverts - Wed 12 noon**  
**Design Service available - please contact for details**



**Circulation:** 3,900 copies published every Friday

**Circulation Area:** Keswick, the market town at the centre of the Northern Lake District, and the surrounding valleys and villages to Cockermouth in the West and Wigton in the North. With postal and email subscriptions throughout the UK and overseas.

**Data:** Column L 480mm x W 42mm - 7 Columns to a page - margin width 4mm

**Type area:** Full Page = 480 x 322mm Half Page = 240 x 322mm

**Printed:** Black & White with colour pages

**Print Resolution:** 266 dpi **Accepted Artwork formats:** PDF, EPS, TIFF

**t** 017687 72140 **f** 017687 71203

**e** sales@keswickreminder.co.uk

**e** ads@keswickreminder.co.uk

**e** news@keswickreminder.co.uk

32/34 Station Street,  
Keswick, Cumbria CA12 5HF

**w** www.keswickreminder.co.uk

#### CONDITIONS:

Advertisements must be authenticated by the name and address of the sender.

Engagement announcements, in addition, must be authenticated by signatures of both contracting parties.

Every effort will be made to meet customers' wishes, but all advertisements are accepted on the following terms:

No undertaking is given that any advertisement, or series of advertisements, or any one or more of such series, will be published on any special dates.

The Proprietors shall not be liable for any alteration to, or inaccuracy in the text of, any advertisement published.

The Proprietors reserve the right to decline any copy of which they do not approve, no matter whether or not an order has been accepted.

The insertion of advertisements ordered by an Advertising Agency is governed by the terms existing between the Agency and the Newspaper Society.

The placing of an order or contract will be deemed an acceptance of these conditions.