



1871

# marlovian

all your news from the community

2015

## Rate card...

The Marlovian is produced by **ROUND & ABOUT** Publications Ltd

*Delivered to all homes & businesses in Marlow Town Parish.*

Windrush Innovation  
Centre, Howbery  
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Lane, Wallingford,  
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## Rates & sizes

*All prices quoted are for full colour advertisements - Ex VAT*

Outside Back Cover	(210mm X 297mm)	£400.00
Inside Front Cover	(210mm X 297mm)	£350.00
Inside Back Cover	(210mm X 297mm)	£325.00
Full Page	(210mm X 297mm)	£300.00
1/2 page Vertical	(88mm X 257mm)	£175.00
1/2 page Horizontal	(126mm X 180mm)	£175.00
1/4 page	(88mm X 126mm)	£110.00
1/8 page	(88mm X 61mm)	£60.00

### Inserts

Inserts	(Price per 1000)	£40.00
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### Advertising Agencies

Agency discounts will be paid by prior agreement only.

*For all sales enquiries contact:*

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# Terms & Conditions

*Please read*

## 1. RELATIONSHIP TO GENERAL

Terms of Business

This Rate Card is complementary to our General Terms of Business, further copies of which are available upon request.

## 2. INCORPORATION OF GENERAL TERMS OF BUSINESS

The placing of any order for the insertion of an Advertisement shall amount to an acceptance of the said terms, and of the terms of this Rate Card.

## 3. DEFINITIONS

Words defined in our General Terms of Business have the same meanings herein. Further, the following words where used in this Rate Card have the following meanings:

“Bound-in Insert” means advertising matter printed on paper not forming an integral part of the Magazine, but bound in to the Magazine for distribution with it.

“Bound-in Insert Specifications” means the Publisher’s specifications as to size, weight, trim, delivery and other factors concerning Bound-in Inserts referred to at 5 below.

“On the page Advertisement” means an Advertisement printed or to be printed on any page forming an integral part of the Magazine.

## 4. ADVERTISING RATES

Please see elsewhere on this Rate Card.

## 5. BOUND-IN INSERT SPECIFICATIONS

Where the Advertisement is to be published by means of a Bound-in Insert, the Publisher shall dispatch Bound-in Insert Specifications to the Buyer as soon as reasonably practicable and in any event not later than the date of the Confirmation of Booking. The Buyer shall be responsible for strict compliance with the Bound-in Insert Specifications.

## 6. COPY AND ARTWORK

Copy supplied by the Buyer (pursuant to Clause 10 of the

Publisher’s General Terms of Business referred to at 1. above) shall be supplied either:

**6.1** as scannable material;

**6.2** as either Tiff, Jpeg, EPS or PDF format, to the exact size of the advertising space purchased, as selected from the list of “Display Ad Sizes” listed elsewhere in this Rate Card.

## 7. PROOFS

**7.1** If so requested in writing by the Buyer, the Publisher shall (subject to 7.2 below) submit to the Buyer a proof of each Advertisement booked by the Buyer PROVIDED THAT the Buyer shall have submitted all relevant copy and artwork to the Publisher by not later than the first day of the month prior to the relevant Copy Date.

**7.2** In the case of a Series, the Publisher’s obligation at 7.1 above shall extend to the first Advertisement in such Series only.

**7.3** If the Buyer shall fail to submit the copy and artwork referred to at 7.1 above by the due date then the Publisher shall use reasonable endeavours to submit the relevant proof to the Buyer where requested in writing so to do by the Buyer.

## 8. CANCELLATION

### 8.1 By the Buyer:

The Buyer may cancel any booking for an Advertisement made by the Buyer by delivering written notice of such cancellation to the Publisher at any time, as follows:

**8.1.1** In the case of an On the Page Advertisement (including, subject to Clause 8.3 below, the entire run of any Series): not later than 14 days prior to the Copy Date relevant to that Advertisement, or first Advertisement in that Series, as the case may be.

**8.1.2** In the case of a Bound-in Insert (whether printed or to be printed by the Buyer or the Publisher): not later than 45 days prior to the relevant Copy date.

### 8.2 By the Publisher:

The Publisher may cancel any booking for an Advertisement by the giving of written notice of such cancellation to the Buyer if the Publisher has, in its opinion, failed to secure sufficient volume of advertising for the relevant issue of the Magazine.

**8.3** If the Buyer shall cancel any part of any Series the Publisher shall be entitled to cancel such part of any discount (allowed to the Buyer as an inducement or reward for the booking of the Series) as is proportionate to the part so cancelled. In such event the publisher may invoice the Buyer for such amount at any time after such cancellation, and the Buyer shall settle such invoice within 14 days of the date the date thereof. If such amount shall remain unpaid after the due date, then the Buyer shall additionally pay such sums as are specified at sub-clauses 9.2.1. to 9.2.3 of the Publisher’s General Terms of Business.

### 8.4 Copyright Material:

Compensation to the Publisher  
The Buyer acknowledges that where the Publisher performs creative work in preparing text, graphics, layout or design in relation to any Advertisement for the Buyer the Publisher thereby creates valuable copyright material for which no charge (in addition to insertion charges) is normally made by the Publisher. If the Buyer shall reproduce or authorize the reproduction of any such copyright material for the purposes of advertising in a medium other than the Magazine, then the Buyer shall compensate the Publisher for each publication of such material. Such compensation shall be a sum corresponding to 75% of what would have been the advertising charges of the Publisher had the said material been published (in equivalent or broadly equivalent size and position) in the Magazine.