

# Honeycomb Community Magazine

## Information and Guidelines for Commercial Advertisers - November 2011

### 1. About Honeycomb

Honeycomb is a non-profit community magazine, serving 10 North Wiltshire villages, namely Biddestone, Burton, Castle Combe, Grittleton, Leigh Delamere, Littleton Drew, Nettleton, Slaughterford, West Kington, Yatton Keynell, and the hamlets of Giddea Hall, Hartham, Long Dean, Sevington, West Yatton, and West Kington Wick. The magazine is managed and edited by volunteers. It comes out on the first day of each month, and has 32 pages with colour front and back covers, but is otherwise entirely black and white. If you would like a specimen copy, please ask.

### 2. Limitations on advertisements

Advertising space is limited, and so it may not be possible to publish all new advertisements submitted. If we are unable to publish your advertisement, you will be notified on or shortly after the 12<sup>th</sup> day of the month before publication, and there will naturally be no charge. Early submission is therefore highly recommended, and you can prebook and prepay space for a number of months, while retaining the freedom to change the copy from issue to issue. Priority will be given to businesses based in the distribution area.

#### 2.1 Positioning

Commercial advertisements are collected together on 11 pages, all black and white, and it is editorial policy not to embed commercial advertisements in the community text pages or on the (colour) front or back pages, nor to accept 'advertorials'.

#### 2.2 Sizes and prices

Advertisements are printed only in black and white/grayscale and the following sizes are preferred:

Size (up to)	Cost per month
60 mm x 45 mm	£6
60 mm x 93 mm	£12
93mm x 125mm (our maximum size)	£24

Job advertisements are free of charge. There are no discounts for volume or series advertising. Adverts not associated with a specific event or occasion are normally subject to a minimum of 3 months. Advertisers are limited to no more than one half page (2 x £24) in each issue.

#### 2.3 Submission date

All copy should be submitted by the 12<sup>th</sup> day of each month. New advertisers, or advertisers adopting a new method for preparing their advertisement should submit their copy as early as possible to enable any problems to be identified and resolved.

### 3. Guidance on preparing advertisements

It will help both advertisers and the Honeycomb production team achieve the best results if advertisers produce a black and white or grayscale copy of their material at the final size, before submitting it for publication. If this is done, difficulties with text and image size and clarity become readily apparent at an early stage.

Computer prepared copy is preferred in .doc or .pdf formats, but we can accept it in .jpg, .ppt, .tif, .docx and probably others. High quality hard copy (such as business cards) is also acceptable.

Difficulties can arise where advertisers use scanning to produce their copy for submission, because of the limitations in many scanners and their software. Such copy should be submitted well in advance of the closing date, to allow adequate time for reworking should this prove necessary. In some cases, high quality hard copy may be preferable.

Many customers are cautious about responding to advertisements which only provide a mobile phone number. You can expect a better response if you provide a landline number and/or an address.

### 4. Invoicing and payment

Please include your postal address when sending in your copy. All advertisers will receive an invoice, due for payment within 28 days. Delays in payment are likely to result in advertisements being omitted or suspended.