



the newham mag
through your door
every fortnight



specifications and rates

Advertising specifications

Display adverts

- Full page advert: 230mm (W) x 297mm (H)
- Half page advert: 147mm (H) x 230mm (W)
- Quarter page advert: 113.5mm (W) x 147mm (H)

Local page adverts

- 1 panel (one 12th of a page): 106 mm (W) x 41.5mm (H)
- 2 panels (sixth of a page): 106mm (W) x 86.75mm (H)
- 3 panels (quarter page): 106mm (W) x 132mm (H)
- 6 panels (half page): 220mm (W) x 132mm (H)
- 12 panels (whole page): 220mm (W) x 272mm (H)

Please supply all artwork as a hi-resolution PDF by email to **Julie.Madell@newham.gov.uk**

For queries concerning technical specification only, please email **Adam.Renvoize@newham.gov.uk**

Advertising rates

Display adverts

- Quarter page advert: £650
- Half page advert: £1,200
- Full page advert: £2,150

Local page adverts

We also offer a local services page with advertising at a discounted rate for smaller ads.

Small ads are made up of panels (one twelfth of a page) at £105 each.

For example:

- 1x panel: £105
- 3 x panels (quarter page): £315
- 6 x panels (half a page): £630
- 12 x panels (full page): £1,260





advertisement booking form

Please return this form, signed and dated, as soon as possible.

Fax to:
020 8430 1549

or Post to:
Julie Madell, London Borough of Newham, Newham Dockside, 1000, Dockside Road London E16 2QU

Advertiser Details:

Contact Name: **Organisation/Company:**

Address:

.....

..... **Postcode:**

Phone: **Fax:**

Email: **Web:**

Rate (Exclusive of V.A.T):

Advertisement details:

Position in Magazine

Early right hand Inside back cover Inside front cover Outside back cover

Size

Full page 1/2 page horizontal 1/4 page Panels

Issue	Duration	Cost
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advertisement booking form

[continued]

Please circle one:

- 1 Please find enclosed a cheque/postal order for £ (payable to London Borough of Newham)
or
- 2 Please issue an invoice to the name and address on the first page of the booking form

Signed: **Date:**

If you're an internal advertiser, write the cost code to be debited here

Terms and conditions

- 1 This agreement commences on the date of signature and any client wishing to cancel should inform Newham Mag within 15 days of advertising deadline date. Failure to do so will result in Newham Mag charging for the full cost of the advert.
- 2 It is the advertiser's responsibility to check that the artwork to be inserted is correct
- 3 The placing of an order or contract will be deemed on acceptance of these conditions
- 4 Although every effort will be made to meet the needs of advertisers, Newham Mag, reserves the right to cancel or refuse to accept an order without giving explanation and should not be held liable for any loss or damage caused by an error or inaccuracy in the printing or non appearance of any advertisement.

Advertising Deadlines

Issue No	Ad deadline	Date published
.....
.....
.....
.....

Contact details:

Julie Madell
 Ph: **020 3373 7515** / Mob: **07890 529 090** / Email: **Julie.Madell@newham.gov.uk**
London Borough of Newham, Newham Dockside, 1000, Dockside Road London E16 2QN





terms and conditions

Advertisement Conditions

Conditions of Acceptance of All Advertisements or other Inserted Material

1. The term Advertiser, as used in these conditions, means the party who directly, or through an agent, books the space in the Newham Magazine and is responsible for payment.
2. The Term Publisher, as used in these conditions, means the London Borough of Newham of the Newham Mag.
3. The term Newham Mag, as used in these conditions, means the journal, newspaper or the periodical for which the order was placed.
4. The term Advertisement includes loose or other insert material where appropriate and these conditions apply to all advertisements appearing in or distributed with the publication and any supplementary or ancillary publication produced by the London Borough of Newham.
5. Acceptance of advertisements by the London Borough of Newham, does not imply approval or endorsement of goods or services offered.
6. All advertisements must comply with the British Code of Advertising Practice and it is the advertiser's responsibility to ensure compliance. The London Borough of Newham reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements submitted to it at its absolute discretion and without explanation.
7. The London Borough of Newham does not accept responsibility for damage to, or loss of any submitted materials including but not limited to – Artwork, Disks, Digitally Transferred Files, Photographs or Films. The London Borough of Newham and its agent reserves the right to destroy all art work which has been in its custody for six months from the date of its last appearance without prior notification to the ADVERTISER.
8. Cancellation of advertisements: four weeks notice prior to copy date is required to cancel or suspend a mono advertisement. Colour advertisements are non cancellable.
9. Where the ADVERTISER has undertaken to supply inserts which the London Borough of Newham has agreed to include, the London Borough of Newham, reserves the right to charge the rate agreed if they fail to arrive at the agreed time and place for insertion. Regardless of whether the London Borough of Newham does refuse to accept inserts, the cost incurred in producing the inserts shall be borne by the ADVERTISER in each and every case.
10. Copy must be supplied without application from the London Borough of Newham. In the event of the copy instructions not being received by the copy date, the agreed charge remains payable and in the case of repeat copy the London Borough of Newham reserves the right to repeat the last most appropriate issued copy.
11. Whilst the London Borough of Newham cannot guarantee publication dates, every effort will be made to adhere to the dates given.
12. Additional charges will be made to the ADVERTISER or its agent where the printers are involved in extra production work owing to acts or defaults of the ADVERTISER or its agent.
13. Accounts are strictly net payable within 30 days of publication. All direct advertisers must pre-pay by copy date.
14. Complaints regarding reproduction of advertisements must be received in writing within one calendar month of the cover date.
15. Agency commission will only be given to agencies recognised by the PPA.