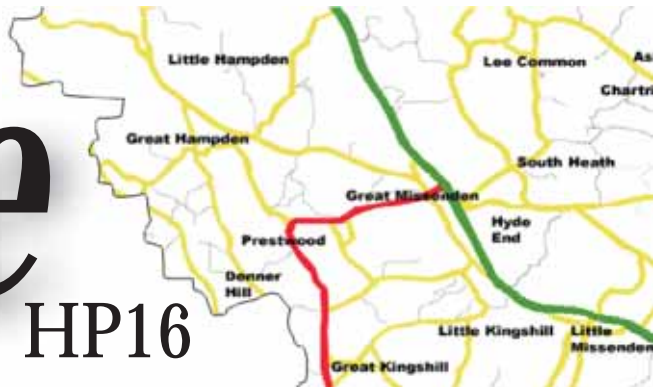


The Source

HP16



The community newspaper for HP16



About *The Source*

The Source is a newspaper for you, about you and by you, delivered free to your home every 1-2 months. By filling the gap in the local newspaper market for Great Missenden, Prestwood and the surrounding villages, it brings you news and views, information and connections in this area. It's an opportunity for people who live here, work here and play here to share in the life of the community.

Why advertise with us?

You know exactly where *The Source* is going: it's the only newspaper to reach all houses in the HP16 post-code area – that's all of Great Missenden and Prestwood and many of the surrounding villages from



Chequers Parade

Ballinger to Little Hampden and Little Kingshill – over 5000 homes and businesses every 1-2 months. Additional copies are supplied to public buildings to ensure maximum visibility. Unlike most commercial enterprises, *The Source* is a community-owned newspaper run solely for the benefit of the local community – **your community** – with surpluses being invested in local projects and good causes.

Great value!

Advertising rates for *The Source* are competitive with preferential rates for multiple insertions. You will benefit from our targeted distribution to the local area and, unlike other local newspapers, your advertisement will feature alongside content and editorial that is solely about the people, places and events that relate to the the HP16 area.



Missenden Abbey across the lake

Consider the benefits of advertising in *The Source*

- A cost-effective way of promoting your business to upwards of 14000 people every 1-2 months
- Packed full of readable articles and features of local interest
- Delivered free to 5000+ letter boxes every 1-2 months
- Tabloid sized quality print newspaper
- Full colour
- With 40% advertising and 60% editorial your advert won't be swamped.
- Competitive rate card
- Advertising design service
- Printed on 100% recycled paper
- Profits from advertising sales will be reinvested in the local community



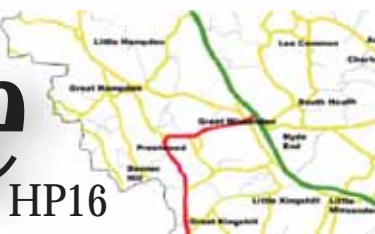
Great Missenden High Street

Contact us

Is your local advertising getting results? *The Source* reaches the parts that other local newspapers don't, so why not let our advertising team help.

Tel: 01494 865333

E-mail:
adverts@hp16.org.uk



Advertising rate sheet

RATES PER ISSUE 2007-2008

VAT is not applicable. Boxed adverts only. **Guaranteed positions may be charged extra – please contact us to discuss.**

CODE	SIZE	MEASUREMENTS			MONO	COLOUR
TPH	Twelfth page horizontal (2 cols)	84mm wide	x	82mm high	£55	£70
EPH	Eighth page horizontal (3 cols)	129mm wide	x	82mm high	£75	£90
QPV	Quarter page vertical	129mm wide	x	172mm high	£140	£165
QPH	Quarter page horizontal	264mm wide	x	82mm high	£140	£165
HPV	Half page vertical	129mm wide	x	350mm high	£265	£310
HPH	Half page horizontal	264mm wide	x	172mm high	£265	£310
FPA	Full page	264mm wide	x	350mm high	£520	£595

Artwork required

High quality printed artwork for scanning, or digital artwork via CD or as an e-mail attachment.

The following formats only:

.TIF .JPEG .PDF .EPS .QXD.

Please supply hard copy proof with all digital artwork.

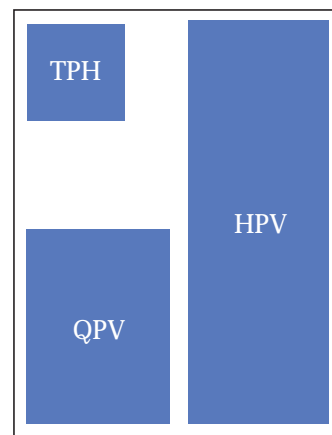
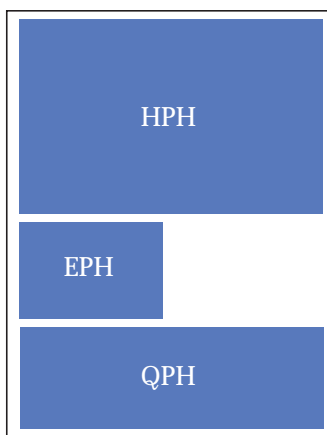
A charge will be made for artwork which needs re-sizing (eg wrong proportions or format) or conversion (eg layouts within a Word file, eg .DOC).

Typesetting service

Your advert can be typeset at an additional 20% of the advertising fee (+VAT). Full scale design at extra cost.

Further information

Please send the form below to:
HP16 CIC, c/o Great Missenden Library, High Street, Great Missenden, HP16 0AL.
Tel: 01494 865333
E-mail: adverts@hp16.org.uk



Application form

Name _____

Business Name _____

Address _____

Post code _____

Telephone no. _____

- I am sending existing artwork for my advert OR
 Please typeset my advert using the text provided* OR
 Please contact me to discuss the design of a new advert*

Please send artwork /copy to our offices at: HP16 CIC, c/o Great Missenden Library, High Street, Great Missenden, HP16 0AL.

Tel: 01494 865333. E-mail: adverts@hp16.org.uk

Number of insertions: beginning (state month): _____



The community newspaper for HP16

Advert code + list price (no VAT):

£ _____

*Any typesetting or design will be charged separately and is subject to VAT.

Deduct 5% for three or more insertions.

I enclose a cheque for:

£ _____

made payable to HP16 CIC

Signed _____

Date _____

By signing the form you are committed to the booking. *Cancellations are not usually accepted.* Advertising rates can change without notice