

## ADVERTISING IN LINK

Advertising in Link can be very rewarding for local businesses and benefits the local community by funding a non-profit-making publication distributed free of charge to over 1,500 households in Chalgrove, Berrick, Roke and surrounding villages. We also publish Link online to further increase coverage.

All enquiries regarding advertising in Link should be sent to

Glynn Leaney, :[glynn.leaney@gmail.com](mailto:glynn.leaney@gmail.com) ☎ **01865 400323**

LINK Advertising Rates – 2024				
Size	12 months	6 months	3 months	1 month
<b>Full Page</b>	£420.00	£240.00	£115.00	£52.00
<b>Half Page</b>	£260.00	£145.00	£85.00	£37.00
<b>Quarter Page</b>	£150.00	£85.00	£53.00	£27.00
<b>Eighth Page</b>	£85.00	£53.00	£37.00	£16.00
<b>Cover Pages (inside and back pages in colour)</b>	These are all quarter page adverts, with a minimum 12-month term due to the more complicated nature of production. They are only available when an existing advertiser does not renew. £190.00			

### Preferred Advertising Formats

We are very grateful for all advertisements we receive. To that end it would help us immensely to ensure they appear as desired that anyone wishing to place an advertisement in Link follows the specifications detailed below..

#### Files

The preferred file format is a .jpg or Word file. PDF files are not ideal but can be accommodated if there is no alternative.

#### Layout and Size

Ads can appear in portrait or landscape and the finished sizes are indicated below. We don't need files to be the exact finished sizes shown but what *is* very much appreciated is if the proportions indicated can be adhered to, i.e. 0.67 means that the width should be 0.67 x the height, 1.33 means the width should be 1.33 x the height etc.

Size of Advert	Size of Final Advert in Link W x H (mm)	Proportions of Advert Submitted to Link W ÷ H
Full Page	120 x 180	0.67
Half Page	120 x 90	1.33
Quarter page (portrait)	60 x 90	0.67
Quarter page (landscape)	120 x 45	2.67
Eighth Page	60 x 45	1.33