

Advertising Options

1. Purpose of the Report

To inform Councillors of two potential advertising streams for the Town Council and its activities.

2. Background

2.1 Scott Media have suggested producing an advert in a local publication to promote the work and activities of the Town Council.

3. Financial Implications & Risks

3.1 There is a promotional activity in the CE&TP budget of £1,500 of which £218 is left.

The Jackdaw is £104 for 4 x 1/4ly editions (3,500 copies distributed)
Malmesbury Connections is detailed below (11,500 copies distributed)

Page Type	Single Issue	Three Consecutive Issues	Twelve Consecutive Issues
Full Page <i>128mm x 185mm</i>	£216	£193	£171
Half Page <i>128mm x 92mm</i>	£112	£98	£89
Quarter Page <i>Portrait 61mm x 92mm</i> <i>Landscape 128mm x 46mm</i>	£75	£63	£57
Eighth Page <i>61mm x 46mm</i>	£41	£37	£33
Front Cover Banner <i>136 mm x 51mm</i>	£150*	£157**	
Premium Space <i>(inside front/page 3)</i>	£227	£205	
Back Cover <i>148 mm x 210mm***</i>	£249	£249	

* Front cover banner **Front cover bubble (50mm) + quarter page inside

*** Please include 3mm bleed space

All prices are monthly.

Bookings of more than three months can be paid monthly by direct debit

4. Decision Required

Members determine if and where to advertise.