



BEN LEDI VIEW

MEDIA PACK
2024

specs
policies

prices
deadlines

advertising@benlediview.org

www.benlediview.org



ABOUT BEN LEDI VIEW



FOUNDED IN 1987, the Ben Ledi View is a free community newspaper produced and distributed by volunteers for the benefit and enjoyment of residents of and visitors to Callander in Perthshire, Scotland, UK.

It is named after Ben Ledi, the 867m hill that towers over the town.

The paper is published by The Ben Ledi View Community Newspaper SCIO, a charity formed to promote community spirit and provide a free means of communication for local people and community organisations.

CIRCULATION

Six editions, each consisting usually of 44 pages, are published per year - February/March, through to December/January with print and running costs funded entirely by advertising. Current distribution of the main edition is c. 2,000 with a copy hand-delivered to every household and most businesses in the Callander area.

READERSHIP

The Ben Ledi View is read by Callander residents of all ages, and by subscribers based in the UK and abroad, many of whom are regular visitors to Callander. All Callander-based businesses and services that advertise receive a free copy of every edition. We also email some advertisers and members of the public who have requested copies and some statutory bodies such as the National Library of Scotland, Stirling Council and Loch Lomond and the Trossachs National Park. It is also available as a download from our website www.benlediview.org.

EQUAL OPPORTUNITIES

The Ben Ledi View Community Newspaper is an equal opportunities organisation and this ethos is reflected in the Ben Ledi View. We ask advertisers to please ensure that their advertisements do not discriminate on grounds of nationality, race, gender, disability, age, religion and belief, or sexual orientation. We reserve the right to refuse advertisements that may be discriminatory.

ADVERTISEMENT SIZES & RATES



| Description | Number of Issues | Price | Height mm | Width mm |
|-------------------------------------|------------------|-------|-----------|----------|
| Size 1 5cm Single column | 1 | £15 | 50 | 60 |
| | 3 | £43 | | |
| | 6 | £83 | | |
| Size 2 5cm Double Column | 1 | £30 | 50 | 124 |
| | 3 | £86 | | |
| | 6 | £167 | | |
| Size 4 10cm Single column | 1 | £30 | 105 | 60 |
| | 3 | £86 | | |
| | 6 | £167 | | |
| Size 5 1/4 page | 1 | £60 | 105 | 90 |
| | 3 | £171 | | |
| | 6 | £333 | | |
| Size 7 Full Page | 1 | £160 | 268 | 189 |
| | 3 | £458 | | |
| | 6 | £888 | | |





ADVERTORIALS & SPONSORSHIP



ADVERTORIALS

Advertorials will be charged at the following rates:

- One third of a page (single column, about 275 words) £55
- One half page (about 410 words) £80
- Whole page (about 830 words) £160

SPONSORSHIP

Sponsorship of one issue £100

A band on the front page 4-5cm plus a small band on alternate pages inside, excluding the trade pages. The artwork can include both text and images within the following size limit:

The Front page is a maximum of 200mm Wide by 60 High

The strapline is a maximum of 110mm Wide by 10mm High

BACK PAGE

Single Ad (£160) - £25

Block of 3 (£456) 1 back page £20

Block of 6 (£888) 3 back pages/alternate issues £60

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ADVERTISEMENT ARTWORK SPECIFICATIONS



Advertisers should supply their designers with the following information.

| Description | Height mm | Width mm |
|-------------------------------------|-----------|----------|
| Size 1 5cm Single column | 50 | 60 |
| Size 2 5cm Double Column | 50 | 124 |
| Size 4 10cm Single column | 105 | 60 |
| Size 5 1/4 page | 105 | 90 |
| Size 7 Full Page | 268 | 189 |

**File format must be PDF or EPS
Resolution must be DPI or better**

All artwork for colour ads must be submitted in CMYK format.

All advertisements must be supplied either as PDF with fonts embedded, or as Mac-formatted files in the following formats:

- flattened Photoshop EPS with all type rasterized

OR

- Illustrator PS with fonts converted to outlines.

In all cases, artwork must be high resolution, i.e. 300 dpi-600 dpi.

Please supply finished files, clearly labelled with the name of the advertiser and the date, to our Advertising Coordinator via email at

advertising@benlediview.com (maximum attachment size: 4.5Mb).

Please include the name of the advertiser, prefixed by the word BLV ad, in the email's subject line, and include both client's and designer's contact details in the message.



ADVERTISING DEADLINES 2024



Please note that these Advertising Deadlines are the dates by which advertising copy and artwork must be received by the Advertising Team at advertising@benlediview.org

It is very helpful to the BLV if you can contact the advertising as early as possible if you are placing a new advertisement.

Please always label your emails clearly with the name of your company or organisation.

| Issue | Deadline |
|-------------------------------------|------------------------------|
| Issue335 April/May 2024 | Wednesday 6th March 2024 |
| Issue336 June/July 2024 | Wednesday 8th May 2024 |
| Issue337 August/September 2024 | Wednesday 3rd July 2024 |
| Issue338 October/November 2024 | Wednesday 4th September 2024 |
| Issue339 December 24/January 2025 | Wednesday 6th November 2024 |
| Issue340 Feb/March 2025 | Wednesday 31st December 2024 |

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DISCOUNT POLICY



POLICY REGARDING THE PROVISION OF FREE OR DISCOUNTED ADVERTISING

The following conditions apply to requests for free or discounted advertising which is published in the Ben Ledi View, including printed and digital media.

1. All proposed advertising must be submitted in the required format by the published deadline for submissions.
2. Announcements deemed by the Ben Ledi View team to be appropriate for the "What's On" section are exempt from charge.
3. Free or discounted advertising is for registered charities or not for profit entities only.
4. Only the smallest available size of advertisement will be free of charge.
5. All other sizes of advertisement will be chargeable at full cost less the current price of the smallest advert.
6. The number of free or discounted advertisements provided for each charity or entity will be limited by the number of advertisements permitted each year or by a maximum discount value applied each year. The limit of each to be determined by the Ben Ledi View team.
7. Limited space requires that the number of free or discounted adverts per issue is limited; therefore requests for said adverts will be considered in the order in which they are received.
8. Priority will be given to those charities or not for profit entities who are promoting a one-off event or who have not been provided with free or discounted advertising previously.
9. Requests for free or discounted advertising do not guarantee that said advertising will be granted.
10. All requests for free or discounted advertising will be approved or otherwise at the discretion of the Ben Ledi View team.

**Any queries or comments regarding the above should be directed to
advertising@benlediview.org**

**THANK
YOU**

**The Ben Ledi View, c/o McLaren
Community Leisure
Centre, Mollands Road,
Callander, Perthshire, FK17 8JP.**

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