

# BEN LEDI VIEW

## MEDIA PACK

2022

Published by Ben Ledi View Community Newspaper SCIO

c/o McLaren Community Leisure Centre

Mollands Road

Callander FK17 8JP

# BEN LEDI VIEW

## CONTEXT

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. Print and running costs are funded by advertising, public donations, and subscriptions.

### CIRCULATION

Six editions, each consisting usually of 44pp, are published per year - February/March, through to December/January with print and running costs funded almost entirely by advertising. Current distribution of the main edition is 1,950 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.co.uk](http://www.benlediview.co.uk).

### 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.

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## ADVERTISING WITH THE BLV

### IMPORTANT NOTES FOR ADVERTISERS

The prices and artwork sizes of ad spaces in the *BLV* are set out on page 4.

Please would advertisers note the following conditions:

1. All bookings, whether single or bulk, must be reserved and confirmed through the *BLV* Advertising Co-ordinator at [advertising@benlediview.org](mailto:advertising@benlediview.org) Full payment must be received in advance by the *BLV* Treasurer before ads are printed. Please see page 7 for our full contact details.
2. Instructions for artwork and digital file formats are presented on page 6 of this document. Please pay particular attention to the size of advertisements submitted. Only the sizes described can be accommodated.  
These instructions must be adhered to, please. The *Ben Ledi View* reserves the right not to print artwork supplied at the wrong size or in the wrong format, or to return it to the advertiser for correction.
3. Due to publishing constraints, the position of advertisements within the magazine cannot be guaranteed.

# BEN LEDI VIEW

## ADVERTISEMENT RATES

### ADVERTISEMENT SIZES AND RATES

Description	Number of issues	Price	Height: (mm)	Width: (mm)
<u>Size 1:</u> 5cmSingle Column	1	£15	50	60
	3	£43		
	6	£83		
<u>Size 2:</u> 5cmDouble Column	1	£30	50	124
	3	£86		
	6	£167		
<u>Size 4:</u> 10.5cmSingle Column	1	£30	105	60
	3	£86		
	6	£167		
<u>Size 5:</u>	1	£60	105	90
	3	£171		
	6	£333		
<u>Size 7:</u> Full page (print area)	1	£160	268	189
	3	£456		
	6	£888		

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## 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.

### BACK PAGE – In addition to the advertising charge

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 SPECIFICATION

Advertisers should supply their designers with the following information.

### ADVERTISEMENT ARTWORK SPECIFICATION

**File format must be PDF or EPS**

**Resolution must be DPI or better.**

Description	Height: (mm)	Width: (mm)
Size 1: 5cm Single Column	50	60
Size 2: 5cm Double Column	50	124
Size 4: 10.5cm Single Column	105	60
Size 5:	105	90
Size 7: Full page (print area)	268	189

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](mailto: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.

The *Ben Ledi View* reserves the right not to print artwork supplied in the wrong size or format.

# BEN LEDI VIEW

## ADVERTISING DEADLINES

EDITION	NUMBER	EDITORIAL DEADLINE	ADVERTISING DEADLINE	PUBLICATION DATE
December 20/January 21	321	6 November	6 November	4 December
February/March 22	322	7 January	5 January	4 February
April/May 22	323	4 March	2 March	1 April
June/July 22	324	6 May	4 May	3 June
August/September 22	325	8 July	6 July	5 August
October/November 22	326	9 September	7 September	7 October
December 22/January 23	327	4 November	2 November	2 December

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](mailto: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.

### CONTACT INFORMATION

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

# BEN LEDI VIEW

## **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](mailto:advertising@benlediview.org)