

Advertising Guide Dec 2014

for Derbyshire Church



Reach thousands of everyday Christians across Derbyshire with your message

Available in bookshops, coffee shops and many local congregations of different denominations and streams

(Dec 2014 circulation approx 2000)

A5
Finished Size

Standard Sizes and Prices

Size	Commercial	Non-Comm	Size (W x H, mm)
1/8 page	£24.00	£20.00	66.5 x 45.0
1/4 page	£42.00	£35.00	66.5 x 95.0
1/2 page	£60.00	£50.00	138.0 x 95.0
Full page	£90.00	£75.00	138.0 x 192.5
2 pages	£156.00	£130.00	286.0 x 192.5

Placing your advert

Adverts and payment must be with us by the 1st of the month, or the Friday before if this falls at a weekend.

Publication date: Available most places the 3rd Sunday of the month (in some places a few days before/after).

Please make cheques payable to "Derby Church Net" and send your adverts to the address on page 1.

For more information or to discuss your needs, please contact us as shown below.

Note: Cheque banking fee may apply. Please contact us for details of direct bank payments.

Full Colour Back Page:		
1/2 page	£84.00	£70.00 138.0 x 95.0
Full page	£144.00	£120.00 138.0 x 192.5

Approximate dimensions based on A5 page size accounting for margins and headers. Other sizes/shapes may be available on request subject to editor's discretion.

Additional Information, Terms & Conditions

Discounts

Continuous Runs of adverts, when ordered & prepaid together:

	1/2 page or larger	Smaller than 1/2 page
2-3 issues	7.5%	5%
4+ issues	10%	7.5%

First Time Advertisers

If you have never advertised with Derby Church Net before (in any of our media). 20% off your first magazine advert order.

All discounts rounded to nearest pence



Derby Church Net

Overdale House, 96 Whitaker Road,
Derby, DE23 6AP
01332 203699
admin@derbychurch.net
www.derbychurch.net

- Advert sizes & options based on set row & column sizes allowing for margins and other spacing.
- Commercial rates are generally for adverts likely to generate a profit for the advertiser, except for charitable purposes. Adverts for products unrelated to the Christian faith are normally limited to 1/4 page and charged at the commercial rate. All subject to editor's discretion.
- Adverts may be sent by email (recommended for optimum quality) or by post on paper or a disk.
- Suitable electronic versions include PDF, JPEG, GIF, TIFF, Microsoft Office and Corel Draw. Please check for other suitable formats. Electronic copies must be virus checked prior to delivery.
- Artwork need not be exact size requested (scaling is possible). Aspect ratio must however be exact.
- Payment must be received in advance of the submission deadline.
- Cancellations after the submission deadline, or for subsequent issues in a continuous run/series are non-refundable.
- Advertisers with a product not specifically related to the Christian faith may apply for space, but are subject to editor's discretion, usually charged at the commercial rate & limited to 1/4 page.
- The editors reserve the right to edit or refuse any request for an advert for any reason, including those deemed to be in conflict with the Christian values held by Derby Church Net and its supporting organisations. In such instances, cheques will be returned unpaid.
- First come, first served generally applies, although all space and positions allocated according to editor's discretion. Preference may be given to largest adverts, esp for premium locations (inc back cover).
- The editor's decision is final.
- The whole of this guide constitutes part of the terms and conditions.
- By placing an advert you agree to these terms and conditions.
- All details may be subject to alteration without notice.
- **Discount Conditions:**
 - Discounts can only be made at time of order and cannot be made retrospectively for previous adverts.
 - Advance orders cannot be made for more than 12 months (except advertising partners discounts).
 - Only one discount can apply to any order. Usually the largest discount only will apply.
 - All discounts are subject to agreement.

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Advertising Guide for www.derbychurch.net



Use the power of the web to get your message across

Your ad here

Our banner adverts, appearing on most pages on the Derby Church Net website, are there for all to see. Invite people to click through and look at your services, event or website.

1. Set up your banner

Design your own artwork, or ask us to help: use a static image, an animated gif or flash file. Decide where you want it to link to - another website or maybe an event in the DCN events guide.

Available Sizes: 468x60 (top & end)
(pixels, width x height) 120x240 (side box)

2. Get it online

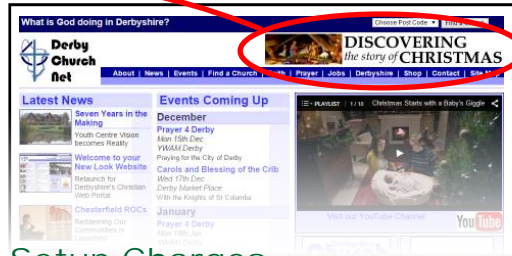
Decide how long you want it viewed for. Banners can be displayed for a set period, or ongoing until your quota has been used. Derby Church Net uses GoogleAdManager to manage the adverts.

3. Pay per 1000 views (CPM)

Adverts are charged on a pay per view basis plus setup. So you only pay for adverts that are seen - regardless of the amount of traffic the site gets.

Other Terms & Conditions

- File sizes should be kept to below approx 50kb
- Design should be appropriate to the site
- Animation is allowed but not excessive flashing
- Adverts may appear in any position on any page in the site, unless agreed in advance
- Goods/services being advertised should not be in conflict with the Christian Faith
- Subject also to Google DoubleClick for Publishers terms and conditions
- Payment in advance only
- Subject to availability of advertising slots
- All adverts are subject to editors discretion
- All details subject to change without notice



Setup Charges

- Pre-designed artwork, single banner¹ £3.00
- For each additional pre-designed banner £0.50
- Custom gif animation £ call for quote
- Renewal within 3 months of expiry² £2.00

Ongoing Charges

Based on cost per mille (CPM, 1000 views) as reported by Google DoubleClick for Publishers, dependant on the price of goods/services being advertised and the quantity ordered. No click-thru rate is guaranteed.

CPM	Commercial	Non-Commercial
Top of Page	£6.00	£5.00
End of Page ³	£3.60	£3.00
Top/End mix	£4.80	£4.00
Side Box ³	£3.60	£3.00

Discounts

- £10 off when also ordering a ½ page or larger advert in *Derbyshire Church mag*⁴
- 2.5% off orders of 10,000+ impressions⁴
- 5% off orders of 20,000+ impressions⁴

¹ Flash must be provided with a clickTAG
² Using same artwork only
³ Page end and side box on selected pages only
⁴ One discount per order. See also magazine adv. guide

Place your order now!

Contact: Derby Church Net, Overdale House,
96 Whitaker Road, Derby DE23 6AP
admin@derbychurch.net 01332 203699