



Isle of
Wight
County
Press

www.iwcp.co.uk

the news just gets better

Deliver your message to
over 92% of Islanders

Isle of Wight County Press Rates and Data

Advertising Rates Mechanical Data
Leaflet Distribution Copy Dates Contacts

January 2010

The County Press is published weekly on Friday and **92% of the Island's population read its columns** - the highest readership level of any paid-for weekly newspaper in the country.

If the *Isle of Wight* is your potential market then the *County Press* is undoubtedly the advertising medium to choose. Our experienced advertising staff know the *Isle of Wight* thoroughly and are on hand to advise clients how best to obtain results from their advertising campaign and provide all the information necessary.

To find the price of an ad in the County Press

Simply measure the vertical height of your advert in centimetres, and then multiply this by the price per single column centimetre in the table opposite.

This amount should then be doubled for a 2 column ad, tripled for a 3 column ad, and so on.

Rates and Data

Black and white (Exclusive of VAT)

		Tabloid
Full Page		£930.00
Half Page		£465.00
Two Facing Pages		£1640.00
		PER SINGLE COLUMN CENTIMETRE
Run of Paper		£4.10*
Property including listing on iwcp.co.uk		£4.10
Specified Page		£4.50
Meetings and Entertainments Page		£4.25*
Classified Pages and Official Notices		£5.00
Situations Vacant including listing on iwcp.co.uk		£5.10
Classified Advertisements (Credit Account)		
Minimum charge (15 words)		£5.75
Each additional word		40p
Births, Deaths, etc. (Credit Account)		
Minimum charge (15 words)		£5.75
Each additional word		40p
* SERIES DISCOUNT ON APPLICATION		
Village Talk Notices	PER LINE £1.75	MINIMUM £7.00
Minimum Depth	Single and Double column	3cm
	Three column	8cm
	Four column or more	10cm

Colour

One spot colour +10% of your advertisement price.

Two spot colour +15% of your advertisement price.

Full colour +20% of your advertisement price.

Pre-Paid Classified Rates (Inclusive of VAT)

(Cash with order only)

Situations, apartments, houses, cars, radios, poultry, livestock, etc.	
Minimum charge (15 words)	£5.30
Each additional word 35p	
Births, marriages, deaths, in memoriam, thanks, engagement notices, etc.	
Minimum charge (15 words)	£5.30
Each additional word 35p	

Latest Copy Times

Display:	Monday
Houses for Sale and Commercial Property:	Tuesday Noon
Meetings and Entertainments:	Tuesday 4.00 pm
Classified:	Wednesday Noon

Mechanical Data - Tabloid

Page type area - 360mm x 283mm

Column length - 360mm

½ page type area - 180mm x 283mm

Column width - 37mm

Columns per page - 7

Screen - lines per cm 39 (per inch 100)

Width of Columns (in mm)

1 Col.	2 Col.	3 Col.	4 Col.	5 Col.	6 Col.	7 Col.
37	78	119	160	201	242	283

Important Notice: Copy can be received in many electronic formats. Technical details can be obtained from our website: www.iwcp.co.uk as well as our advertising sales staff and production control department. We can also receive copy by Adfast, the Internet artwork delivery system

An **effective** and
accurate leaflet
distribution service

The perfect way to
distribute your leaflets
over the complete island

Distribution Charges

All copies (43,000)
£21.90 per thousand

A sample or dummy of the
proposed insert **must be sent**
to the publishers prior to
insert acceptance.

Contact

**Isle of Wight
County Press**

(details opposite)

92%

of Islanders
aged 15+
regularly
read the
County Press

*Readership Survey 2007

Your Contacts

Our friendly advertising team
are ready to place your
advertisement now, and will
be pleased to answer any
queries you may have
regarding advertising in the
County Press.

ADVERTISEMENT MANAGER

David Thornton

ADVERTISING OFFICE MANAGER

Sarah Vaughan

PROPERTY & DISPLAY ADVERTISING

Susan Day

Debbie McGinley

ADVERTISING SALES

Christine Mitchell

Samantha Fancourt

Carol Colson

ADVERTISING SALES AND MARKETING MANAGER

Fay Jupe

SALES REPRESENTATIVES

Peter Kidd

Michelle Mills

Ian Stevens

ADVERTISING FEATURES & SUPPLEMENTS

Petra Hackett

Katie Pritchett

Louisa Tirone

Adam Morris

Victoria Pearl

Gemma Nicholson

**Isle of
Wight
County
Press**

PUBLISHED BY:

Isle of Wight County Press Ltd.,
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e-mail: adman@iwcpres.demon.co.uk

Web Site: www.iwcp.co.uk

Advertisement Manager:

David Thornton

National Advertising Sales Representatives:

AMRA Sales, Brookmount House
62-65 Chandos Place
London WC2 4LP

Telephone: 020 7845 0100

Fax: 020 7820 0304/5

Sales Manager:

Tony Cornell

AMRA Sales

Unit 12, The Office Village,
Exchange Quays,
Manchester M5 3FH

Telephone: 0161-869 7800

Fax: 0161-848 8453

CONDITIONS OF ACCEPTANCE OF ADVERTISEMENTS

1. General

In these Conditions (a) "the Company" means Isle of Wight County Press Limited (b) "the Advertiser" means any person or company placing with the Company an order for the publication of an advertisement in any of the Company's newspapers, supplements or other publications.

2. Acceptance of Conditions

In placing an order for the publication of an advertisement, the Advertiser accepts these Conditions. No condition which conflicts with these Conditions is binding on the Company or the Advertiser unless it is in writing and signed by or on behalf of both parties.

3. Advertiser's Warranty and Indemnity

(a) The Advertiser warrants (i) that the advertisement is legal, decent, honest and truthful and that it complies with the British Codes of Advertising and Sales Promotion, with any relevant codes of practice and with all requirements of current legislation; (ii) that nothing in the advertisement is defamatory or constitutes a malicious falsehood; and (iii) that publication of the advertisement will not infringe copyright or any other rights vested in third parties. (b) The Advertiser will indemnify the Company in respect of all costs, damages or other charges incurred in connection with any actions or claims brought against the Company arising from a breach by the Advertiser of this warranty or otherwise from the publication of the advertisement.

4. Right to Refuse or Amend Advertisements

(a) The Company reserves the right to refuse to publish any advertisement if, in the Company's opinion, the advertisement fails to comply with the requirements of condition 3(a) above or the refusal is required in the interests of reader protection, even if the advertisement has been accepted or previously published. (b) The Company may itself make any alteration it considers necessary or desirable in an advertisement.

5. Requests for Insertion on Particular Dates or in Particular Sections

Whilst the Company will endeavour to comply with reasonable requests for an advertisement to be inserted on a particular date or in a particular part of the newspaper, the Company makes no guarantee in respect of any such requested insertion.

6. Payment

(a) Where the Company informs the Advertiser that pre-payment is required in respect of an advertisement, the Company reserves the right not to publish the advertisement until payment is received. (b) Where pre-payment is not required, the Company will invoice the Advertiser in respect of the advertisement order. Invoices must be paid in full at the end of the calendar month following the calendar month in which the invoice is issued. If the invoice remains unpaid for a further calendar month, account facilities may be withdrawn. (c) The Company reserves the right to charge interest at 2% above the base rate from time to time prevailing of the National Westminster Bank Plc on all sums more than 30 days overdue.

7. Cancellation

The Company or the Advertiser may cancel the Advertiser's order at any time by giving five days notice of the cancellation before the next due date of publication of the advertisement.

8. Copyright

(a) Copyright in all artwork, copy or other material created or contributed to by the Company shall vest in the Company. (b) The Advertiser authorises the Company to record, reproduce, publish, distribute and broadcast (or to permit the same) all advertisements (including but not limited to text, artwork and photographs) and to include and make them available in any information service, electronic or otherwise.

9. Advertiser's Property Held at Advertiser's Risk

All artwork, photographs, film or other property delivered by the Advertiser to the Company is held by the Company at the Advertiser's risk and the Advertiser should insure all such property against loss or damage from whatever cause. The Company reserves the right to destroy without notice all artwork, photographs, film or other property which has been in its custody for six months from the date of its last appearance in an advertisement unless the Advertiser has given instructions to the contrary.

10. Box Numbers

The Company will endeavour to forward replies to a box number to the Advertiser as soon as possible after receipt but the Company accepts no liability in respect of any loss or damage alleged to have arisen through delay in forwarding or omitting to forward such replies (howsoever caused). The Advertiser authorises the Company to return to its originator any communication which, in the opinion of the Company, should not be delivered to the Advertiser.

11. Right to Disclose Information

The Company reserves the right, including in the case of box number advertisements, to disclose the Advertiser's name and address to the police, trading standards officials or any other relevant authority and, where the Company at its sole discretion deems it reasonable, to other third parties.

12. Errors and Omissions—Limitation of Company's Liability

(a) The Advertiser shall check the first insertion of any series of advertisements and notify the Company immediately of any errors. The Company has no responsibility for the repetition of errors unless notified by the Advertiser. (b) In the event of any error, misprint or omission in the printing of an advertisement the publisher will either re-insert the advertisement or relevant part of it or make a reasonable refund of or adjustment to the cost. No re-insertion, refund or adjustment will be made where the error, misprint or omission does not materially detract from the advertisement. (c) In no circumstances shall the Company's total liability in respect of any error, misprint or omission exceed either the amount of a full refund of any price paid to the Company for the advertisement in connection with which liability arose or the cost of a further or corrective advertisement of a type and standard reasonably comparable to that in connection with which the liability arose. (d) The Company shall not be liable for any loss or damage occasioned by any total or partial failure (however caused) of publication or distribution of any newspaper or edition in which an advertisement is scheduled to appear.

MAIL ORDER PROTECTION SCHEME

Members of the Newspaper Society have set up a fund to refund monies sent by readers in response to mail order advertisements placed by mail order traders who fail to supply goods or refund the money and who have become the subject of liquidation or bankruptcy proceedings. This arrangement does not apply to any failure to supply goods advertised in a catalogue or direct mail solicitation. These refunds are made on a voluntary basis on behalf of the regional and local newspapers in membership of the Newspaper Society and reader's claims are limited to the extent of the fund. (The fund will be administered by the Newspaper Society on behalf of its members).

In the event of a failure of a mail order trader, readers are advised to lodge a claim on the appearance of the advertisement. Any claim received after this period may be considered at the discretion of the Newspaper Society.

For the purpose of the scheme mail order advertising is defined as "Direct Response advertisement displays or postal bargains where cash has to be sent in advance of goods being received". Classified advertising is excluded.

Isle of Wight County Press

BRANNON HOUSE

123 PYLE STREET

NEWPORT

ISLE OF WIGHT

PO30 1ST

ADVERTISING:
(01983) 526741

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