

Guidelines for advertising in JABA St James and Bartonsham Community News

Thank you for advertising in JABA and helping to support our Community newspaper. JABA is produced by volunteers and is funded entirely by advertising. We try to ensure that each issue makes a small profit which goes into our Community Association funds to support its various activities.

To help us produce the best advertisement for your business or organisation, please follow these guidelines for submitting artwork and copy to us;

1. Please reserve a space for your advert well before our deadline if possible, as space is limited and allocated on a 'first come, first served basis'. We will then need your copy by the deadline as space will not be held after then.
2. We really prefer all adverts to be submitted as pdf files unless you are submitting copy as text for us to lay out, in which case please give us some idea of any formatting you had in mind. We can also accept adverts as a jpegs. Any pictures, photographs or logos must be submitted as jpeg files, at their original resolution, or as pdf files. We can scan artwork for you if necessary. If you must send a .doc file (and we'd really rather you didn't), we must have a paper copy as well so that we can be sure of the layout.

3. We don't accept MS Publisher or Office files or any other proprietary format. If you have artwork in MS Publisher you can either save it as a jpeg using the save as a jpeg option in Publisher, selecting a resolution up to 300 dpi or, preferably, save it as pdf file. If you are using a pc, then there is a free program to enable you to do this, available from www.cutepdf.com/Products/CutePDF/writer.asp

If you are using a Mac, then you can simply create a pdf file by going to print and selecting 'save as pdf' from the pdf button in the dialogue box.

4. Our standard box sizes and costs are;

1/16 page is 45mm wide x 65mm high, cost £11.00
1/8 page is 95mm wide x 65mm high, cost £16.00
1/4 page is 95mm wide x 135mm high, cost £30.00
1/2 page is 195mm wide x 135mm high, cost £50.00
Full page is 195mm wide x 270mm high, cost £100.00

We can usually accommodate other sizes, but we'll need to discuss this with you at least a month before the copy deadline. The position of adverts is at our discretion.

We offer a 10% discount if you book 4 consecutive adverts and you will be invoiced for each advert as it is published.

For your first advert, we offer a free space the same size as your advert for editorial copy, which you will supply. We'll try and put it with your advert but we cannot guarantee this and it may be held over until the next issue.

You will be invoiced on publication, please pay promptly and certainly within 30 days.

5. If at all possible, we prefer to receive everything by email. We don't have time to type or correct copy, its best if you do this yourself and check it through before sending. We don't guarantee to correct any errors in copy sent to us.

Please email all advertising copy to Tim on editor@jaba.org.uk.
For all queries about advertising, contact Toni on ads@jaba.org.uk.

Finally, if you're stuck on the technical stuff, let us know and we'll help if we can!