

Nairnshire Community Newspaper SCIO

Advertising Terms and Conditions, effective 1 January 2025

The following conditions apply to orders for placement of advertisements in Nairnshire Community Newspaper (The Nairnshire) which is published by Nairnshire Community Newspaper SCIO (the Publisher), a charity registered under number SC053080.

Contact us at adverts@nairnshire.org to place an advertisement in The Nairnshire. By placing an order the Advertiser is deemed to have accepted these terms.

1. General

- 1.1. All copy and artwork is subject to approval by the Publisher, whose decision to publish or otherwise is final.
- 1.2. All copy and artwork must comply with applicable laws, rules and regulations, and any industry codes or rules (by which the Publisher and the Advertiser may be bound) that are in force at the time of publication.
- 1.3. All copy and artwork must be the intellectual property of the Advertiser, or authorised for use in The Nairnshire by the intellectual property owner, without infringement of copyright. The Advertiser indemnifies the Publisher against any damages and / or expenses which the Publisher may incur as a direct or indirect consequence of the advertisement's appearance in The Nairnshire in respect of any claim, including but not limited to libel and infringement of copyright or design rights.
- 1.4. The Publisher will not be held responsible for consequential loss due to the rejection of copy or content deemed unsuitable, the non-appearance of advertisements, or errors within a proof that has been provided by or approved by the Advertiser. In the event of Publisher error the liability of the Publisher shall be limited to the cost paid for that single advertisement insertion.
- 1.5. Copy and artwork must be supplied by the Advertiser by the copy deadline published on our website &/or Facebook page.
- 1.6. Advertisements will be printed as shown on the proof provided with your invoice. Any amendments required to the proof must be received by the copy deadline. If we do not hear from you and you have paid the relevant invoice, your advertisement will be taken as approved and correct.
- 1.7. We will endeavour to satisfy all advertisement placement requests but this cannot be guaranteed. Bookings and placement requests will be handled on a first come first served basis.

2. Payment and invoicing

- 2.1. Unless otherwise agreed, payment is required via BACS or cheque on receipt of the relevant invoice. Payment in full is required by the copy deadline to confirm your advertisement booking.
- 2.2. If payment is not received by the copy deadline the Publisher may, at their discretion, refuse to publish the advertisement in the upcoming issue.
- 2.3. Advertisements will be charged according to our current rate card. Rates are quoted exclusive of VAT or other relevant sales tax. The Advertiser shall be solely responsible for any and all such taxes.

3. Cancellation

- 3.1. Cancellations can only be accepted if the Advertiser notifies the Publisher in writing prior to the copy deadline, in which case we will refund any payment made. Cancellations will not be accepted for bookings made on or after the copy deadline.
- 3.2. Cancellation of a series advert will invalidate any discount offered for previous and future bookings in that series. In this case, a statement will be issued detailing any surcharges relating to advertisements that have already been invoiced at the discounted rate and the total of all invoices will be due.

Nairnshire Community Newspaper SCIO

Reg. Address 79A High Street, Nairn IV12 4BW

Reg. Charity No. SC053080

VAT Reg. GB474 2752 74

W: <https://nairnshire.org>

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Advertising Rate Card, effective 1 January 2025

Standard Rates						
	Standard Rates Excl. VAT			Standard Rates Incl. VAT at 20% *		
	Inner Pages	Premium Rates		Inner Pages	Premium Rates	
		Front	Back		Front	Back
Full Page	£500	n/a	£600	£600	n/a	£720
Half Page	£250	n/a	£300	£300	n/a	£360
1/4 Page	£125	£150	£150	£150	£180	£180
1/8 Page	£65	£78	£78	£78	£94	£94
1/16 Page	£35	£42	£42	£42	£50	£50
1/32 page (Classified Ad)	£20	£24	£24	£24	£29	£29

Series Rates for Run of 3 Issues (rates quoted per issue, currently publishing monthly)						
Discounted at 10.00%						
	Series Rates Excl. VAT			Series Rates Incl. VAT at 20% *		
	Inner Pages	Premium Rates		Inner Pages	Premium Rates	
		Front	Back		Front	Back
Full Page	£450	n/a	£540	£540	n/a	£648
Half Page	£225	n/a	£270	£270	n/a	£324
1/4 Page	£113	£135	£135	£135	£162	£162
1/8 Page	£59	£70	£70	£70	£84	£84
1/16 Page	£32	£38	£38	£38	£45	£45
1/32 page (Classified Ad)	£18	£22	£22	£22	£26	£26

Size Guides	Horizontal (h x w in mm)	Vertical (h x w in mm)	Bottom Banner (h x w in mm)
Full Page (Back Page)	320 x 259		
Full Page (Inner)	300 x 259		
Half Page	150 x 259		
1/4 Page		150 x 125	75 x 259
1/8 Page	75 x 125	150 x 62	37 x 259
1/16 Page	75 x 62		
1/32 page (Classified Ad)	60 x 40	40 x 60	

Creation of artwork: the following options are available

- Provide your artwork as a PDF, PowerPoint or similar. Please refer to table above for sizes.
- We can provide correctly sized PowerPoint templates for you to create your own design.
- We can assist with a basic design, up to ¼ page for a fee of £20 + VAT

* Prices including VAT shown for information. VAT will be charged at the prevailing rate, currently 20%

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