

Rate Card 2009 - 2010



Perspectives is Winchester City Council's flagship magazine for residents packed with news, events, special features and information.

Perspectives is delivered to over **48,000 households** across the Winchester District - with an estimated readership in excess of **100,000**.

As well as being delivered to households, Perspectives is also published online and made available at various public places across the District.

Why advertise?

Perspectives offers advertisers a unique opportunity to reach homes and residents across the Winchester District.

We also offer highly competitive rates - with a special 10 per cent discount available for local registered charities and voluntary groups.

Please contact us for a quote on 01962 848 504 or email communications@winchester.gov.uk

Size	Price	Measurement
Quarter page	£600	87mm x 126mm
Half page landscape	£850	180mm x 126mm
Half page portrait	£850	257mm x 87mm
Full page	£1,200	210mm x 297mm
Inside front cover	£1,400	210mm x 297mm
Half back page	£1,100	180mm x 126mm
Full back page	£1,500	210mm x 297mm
Issue sponsorship	£2,000	Front flash and full back page (additional full pages £950)



Terms and conditions

Artwork specifications

Adverts should be supplied in any of the following formats:

- EPS file.
- Postscript file.
- PDF (300dpi high resolution).
- Four colour process CMYK.
- Jpeg.

Advertising policy

Winchester City Council reserves the right to only include promotions that it deems suitable for the publication. Businesses wishing to advertise will be considered on an individual basis and should normally be a member of an accredited scheme or relevant trade association.

Winchester City Council is entitled, at its sole discretion, to refuse the inclusion of any advertisement in *Perspectives* without obligation to disclose the reasons for its decision.

How to book an advert space or find out more

For additional information or to place an advert, please call 01962 848 183 or email communications@winchester.gov.uk