

# THE LEWESIAN

## *Rate Card 2022*

### *Quick overview...*

**The LEWESIAN** is an A5 publication and is distributed to over 7300 homes and businesses in LEWES every month. It carries relevant, useful and interesting articles as well as representing an opportunity for local businesses to reach the whole town through cost effective and targeted advertising.

### *Distribution areas...*

**The LEWESIAN** is distributed by a trusted local delivery company - LETTERBOX LOGISTICS - to over 7300 homes in Lewes.

The magazines are also placed in multiple pick up points around the town....this will increase as virus restrictions are lifted.

### *Rates...*

See full rate card overleaf. There is a minimum three month booking term on adverts

### *Payment...*

All adverts have to either be paid for by monthly Direct Debit or in advance of printing by card payment or bank transfer. After the initial three months of advertising, adverts continue to appear on a rolling monthly basis but can be cancelled by the advertiser with a month's notice.

### *Other...*

**ADVERT DESIGN...** If you need us to help with advert design, basic layout is £7.50. More complicated designs are charged per hour.

**EDITORIAL SPACE...** You can choose to use booked space for an editorial feature, this space is charged at the same rate as advertising space and also includes free layout in the style of the magazine.

### *Advert Requirements...*

**Format:** Our preferred format is PDF but we can accept most formats including J-peg, tiff and Word

**Deadlines:** Artwork deadline is the 10th of the month before. e.g. 10th March for the April edition.

***Please call 01273 282099 or email [info@thelwesian.co.uk](mailto:info@thelwesian.co.uk) if you have any questions...***

# Advertising Rates...

<i>Advert Size</i>	<i>Advert Dimensions (mm)</i>	<i>Price per month (minimum 3 month booking)</i>
<b>SIXTEENTH PAGE ADVERT...</b>	<i>62 wide x 22 high</i>	<b>£22</b>
<b>EIGHTH PAGE ADVERT...</b>	<i>62 wide x 44 high</i>	<b>£39</b>
<b>QUARTER PAGE ADVERT...</b>	<i>62 wide x 92 high</i>	<b>£62</b>
<b>HALF PAGE ADVERT...</b>	<i>127 wide x 92 high</i>	<b>£103</b>
<b>FULL PAGE ADVERT...</b>	<i>127 wide x 178 high</i>	<b>£185</b>
<b><i>Premium places...</i></b>		
<b>RIGHT HAND PAGE...</b>	<i>As above</i>	<b>add £15 to above prices</b>
<b>PREMIUM ADVERTISERS</b>	<i>There are 4 Premium Advertisers. Contact us to find out more</i>	<b>P.O.A</b>