



Oxford road Traders Sponsorship and Advertising

Advertising in the Oxford Road Printed Directory - 2000 copies

Advert size	Advert dimension	Cost
Front page	161 x 148mm - Portrait layout	£90.00
Back outside page	93 x 128mm Landscape layout	£75.00
Inside front page	190 x 128mm - Portrait layout	£60.00
Back inside page	190 x 128mm - Portrait layout	£60.00
Full inside page	190 x 128mm - Portrait layout	£55.00
Half inside page	93 x 128mm Landscape layout	£30.00
Quarter inside page	93 x 128mm Landscape layout	£20.00
Centre pages	2 x 190 x 128mm - Portrait layouts or 1 x 190 x 256,mm Landscape	£100.00

Loyalty Card Promotion and Sponsorship Packages

Advert size	Advert dimension	Cost
Loyalty card sponsor*	Logo and business details on one side of 500 - 400g loyalty cards (55 x85mm) and displayed on 2500 promotional A6 Sized 170g flyers (148 x 105mm) as our official sponsor.	£184.00
Public awareness sponsor*	Logo, business details and advert on one side of 2500 promotional A6 Sized 170g flyers, (148 x 105mm) promoted as our official sponsor.	£69.00
Website home page advert	Logo or small ad featured on the home page of our website. Ad size 82 x 53mm 100 dpi.	£60.00
Website banner ad	Banner ad featured on your page choice on our website. Banner size 331 x108mm 100 dpi.	£50.00

* Reduce the price of the sponsorship package - consider sharing it with another business and halving the cost. Sponsors packages include flyer distribution.

All artwork files for ads must be high resolution 300dpi, where applicable, files can be sent to oxfordrdtraders@gmail.com. We also offer an in-house design service for a small additional charge of £15 per half page advert, all we require is your brief and any images you wish to be used in your advert emailed to us.

Designs that require detailed and professional attention will be priced accordingly. For more information on our design and print process please contact Paul on 07930 803 126.

Advert files can be sent to us in the following formats: Pages • Microsoft doc • png • Pdf • Jpg • Tiff • Eps
Please see artwork sizes in the charts above.

Oxford Road Trader's also support one charitable cause and one business/community story per brochure edition. This needs to consist of no more than 400 words and must be supported by an advert (no advert required for charity editorials).

For more info on editorials contact Tony on 07811 215 235.

PAYMENT AND ARTWORK DEADLINES:

- Sponsorship artwork and payment required by 27-05-16
- Brochure advertising and editorials, adverts and payment required by 03-06-16. Briefs for design work required by 27-05-16, advert must be paid for at this time.

Adverts are booked on a first come first served basis and any extra ads will be carried forward to the following brochure edition. The first brochure will be launched for July 2016 then monthly after. Deadlines for future ads will be displayed in the first edition and on the Oxford Road website www.oxfordroad-reading.co.uk.