

Nottingham

# arrow

advertising opportunity



## How the Nottingham Arrow can hit the target for you

The **Nottingham Arrow** offers one of the best opportunities to reach your target market in Nottingham.

The City Council's magazine for **residents** is a high quality monthly publication distributed by Royal Mail direct to every household in the city.

It is an **essential** guide for all city residents and businesses with a wide range of useful information about what's happening locally including feature articles promoting a **cleaner, safer, ambitious** Nottingham that everyone can be proud of.

Every quarter, the **Nottingham Arrow** will have nine 'area' editions each with a specific local focus, enabling us and you to target specific geographical areas of the city with relevant messages.

## The benefits in a nutshell...

- **Effective, widespread** distribution: Delivered monthly by Royal Mail to all **113,500** city households. Also available at City GPs' surgeries, police stations and Council access points.
- **Credibility:** The civic magazine of Nottingham City Council.
- **Retention:** A high quality magazine with interesting and useful content that people will use as a reference ensuring a long shelf life.
- **Targeted:** Local area editions every quarter targeting specific geographical areas of the city.
- **Inserts:** Ability to use your existing literature, maintaining design and branding as well as offering the opportunity to carry postal reply responses.

## Publication Details

**Region:** Nottingham City

**Area editions:** Every 3rd edition will be a special area edition (9 areas), featuring specific local content

**Frequency:** Monthly (11 issues per year)

**Type:** Free

**Circulation:** 113,500

**Number of pages:** 20 (local issue 16+4 local pages)

**Style:** Full colour, size 210 mm x 210 mm

**Distribution mechanism:** Royal Mail postal to all city residences. Also available at contact points (e.g. libraries)

## Area Distribution

**Area 1:** Bulwell

**Area 2:** Basford & Bestwood

**Area 3:** Aspley, Bilborough & Leen Valley

**Area 4:** Arboretum, Berridge & Radford

**Area 5:** Mapperley & Sherwood

**Area 6:** St Ann's & The Dales

**Area 7:** Wollaton & Lenton Abbey

**Area 8:** Dunkirk & Lenton Bridge

**Area 9:** Clifton

## Demographics

(Base count for city)

**Total population:** 266,988

**Male population:** 132,530

**Female population:** 134,458

**Adult population:** 214,122

**Working population:** 136,203

## Advertising Rates

### Internal Space

Inside page full

**Full Edition**

£3,000.00

**Area Editions**

£3,000.00

Back page full

£5,000.00

£5,000.00

### Inserts

8pp insert

£6,000.00

£6,000.00

4 page insert

£3,000.00

£3,000.00

Full page insert

£2,000.00

£400 for first area plus £235 for each additional area

1/2 page insert

£1,500.00

£300 for first area plus £175 for each additional area

1/4 page insert

£750.00

£160 for first area plus £95 for each additional area

All rates are exclusive of VAT. Rates for inserts are exclusive of production costs. We will be pleased to provide a competitive quote on request. An additional cost applies for all postal return inserts; please contact us (see overleaf) to discuss your specific requirements.

### Discount

3-5 issues - 5%

6-8 issues - 7.5%

9 issues - 10%



**Nottingham**  
**City Council**

## Technical Details

Mechanical data:

	8pp	4pp	full page	½ page	¼ page
<b>Bleed Area</b>	216 x 216	216 x 216	216 x 216	154 x 154	111 x 111
<b>Trim Area</b>	210 x 210	210 x 210	210 x 210	148 x 148	105 x 105
<b>Type Area</b>	190 x 190	190 x 190	190 x 190	128 x 128	85 x 85

Artwork & production:

- All inserts should be provided on a maximum of 150g stock
- Artwork can be supplied in PC or Macintosh format
- Artwork can be supplied in TIF, JPEG, PDF file formats
- Images should be supplied at 300 dpi

Any technical questions contact Kate Smith or Jamie O'Malley **0115 915 4368**

## Terms & Conditions

Nottingham City Council (the "Council") reserves the right to approve all advertising copy before publication and shall have the absolute right to omit, suspend or amend the position of any accepted advertisement. No guarantee of insertion can be given. In the event of any error, misprint, or omission in the printing of an advertisement, the Council will at its option either reinsert the advertisement or make in its discretion a reasonable refund of, or adjustment to, the cost. No reinsertion, refund or adjustment will be made where the error, misprint or omission does not, in the reasonable opinion of the Council, materially detract from the advertisement. Any error, misprint or omission must be reported to the Council within 28 days of first publication of the advertisement containing the error, misprint or omission. In no circumstances shall the total liability of the Council for the error, misprint or omission exceed the amount paid, or to be paid, to the Council for the particular advertisement. The advertiser shall indemnify the Council in respect of all costs, damages or other charges incurred by the Council as a result of legal actions, or threat of legal actions, arising from the publication of any advertisement in accordance with the instructions supplied by the advertiser. The Council shall not be responsible for any direct or consequential loss, either financial or otherwise, if the accepted copy fails to be published for any reason whatsoever, or is incorrectly published, or which may arise from any failure (however caused) of publication or distribution of any publication or edition in which the advertisement is due to appear. The advertiser warrants that all facts or matters have been disclosed to the Council which may affect the Council's decision whether or not to accept the advertisement. Advertisement copy shall be legal, decent, honest and truthful and shall comply with the British Code of Advertising, Sales Promotions and Direct Marketing, any other relevant codes or practices and with the requirements of current legislation. The Council is not responsible for loss or damage to artwork unless such loss or damage arises from its own negligence. Artwork will not be returned unless requested by the advertiser, in which case, the advertiser will be responsible for any cost involved in its return. All cancellations made within 28 days of the copy deadline will be charged in full. All associated design and print costs, except for any costs that have already been incurred or committed to prior to cancellation, will be refunded in full. All rates quoted may be subject to revision. The placing of an order (either written or verbal) shall amount to acceptance of these terms. The advertiser will have a period of no more than 28 days to make payment for publishing advertisements following receipt of the Council's invoice. Rate card valid April 2007 - March 2008. Rates subject to change.

## Booking form - book now to secure your space

Please contact Neil Butterworth for more help. To book your space either complete and return the form below or contact **Neil Butterworth, Communications and Marketing, The Guildhall, NG1 4BT**  
Telephone: **0115 915 4533** Email: [neil.butterworth@nottinghamcity.gov.uk](mailto:neil.butterworth@nottinghamcity.gov.uk). **All bookings subject to availability.**

I would like to reserve the following space in the ..... issue of the Arrow (please state month)  
a. Internal space required: ..... (please state number of pages and whether internal/back page)  
b. Insert: ..... (please state number and size of inserts)

## CONTACT DETAILS

Name: ..... Organisation: ..... Address: .....  
Telephone Number: ..... Email: ..... Preferred Payment Method: .....

**A safer, cleaner, ambitious Nottingham**  
**A city we're all proud of**

## Dates

Issue	Copy Date	Distribution Date
June	11 May	20 June
July	15 June	18 July
September	20 July	7 September
October	3 September	5 October
November	21 September	5 November
December	2 November	7 December
January	7 December	21 January
February	4 January	20 February
March	8 February	17 March

These dates may be subject to change over the course of the year so please contact us to confirm current deadlines.

## Payment

All advertisements must be pre-paid by one of the following methods, upon receipt of invoice:

- Cheque: Please make all cheques payable to Nottingham City Council for the attention of Neil Butterworth.
- BACS: Pay directly by BACS, details available on request