



Addiscombe & Shirley Park Residents' Association

www.theaspra.org.uk

Advertising rates 2017

| Page size A5 | Per issue | 4 in advance |
|--------------|-----------|--------------|
| ¼ page | £15.00 | £50.00 |
| ½ page | £28.00 | £100.00 |
| Full page | £55.00 | £200.00 |

Circulation Summer issue delivered by hand to 1,800 households.
Spring & Autumn issues delivered to 900 households.
We cover 34 roads in the Addiscombe area bounded by
Lower Addiscombe Road, Northampton Road, Addiscombe Road
and Shirley Road (plus Shirley Park Road, Glenthorne Avenue & Peabody Close).

Website link **To place an advert with a link to your website
on our [Sponsors page](#) costs only £25 per annum**

From November 2015 ASPRA has organised the Festive Lights in Lower Addiscombe Road between Inglis Road and Sherwood Road. We are seeking the support of local companies. Those who give a minimum of £25.00 will be listed on the ASPRA website and in the Magazine. Sponsors who also purchase 4 magazine adverts in advance will be offered one free magazine advert.

To book an advert please contact Bob Sleeman on 020 8654 5814
Or by email adverts@theaspra.org.uk

Cheques payable to: **Shirley Park Residents' Association**

For **BACS** transfers please use **our invoice number as the reference**,

Sort Code: 20-24-61

Account Number: 50802549

Advertising by Company or Individual in the ASPRA Newsletter

The ASPRA newsletter printed and issued at least twice per year on behalf of ASPRA (Addiscombe and Shirley Park Residents' Association) encourages advertising from companies, the self-employed, not-for-profit organizations and individuals.

The size of the advert and respective costs are as shown below

- Full A5 Page :** £55.00 per issue
(Trim size 148mm x 210mm Type area 128mm x 185mm)
[Bleed page (+4mm on bleed edges) 152mm x 218mm]
- Half A5 Page :** £28.00 per issue
(Type area Vertical 62mm x 185mm Horizontal 128mm x 90mm)
- Quarter A5 Page :** £15.00 per issue
(Type area Vertical 62mm x 90mm Horizontal 128mm x 43mm)

Note: The Publication is A5 pages & the above sizes refer to width x depth

Payment for four issues in advance attracts discount (full page £200, ½ page £100 or ¼ page £50).

Adverts for not-for-profit organisations are free of charge once per annum, subject to availability of space in each Newsletter.

Adverts on our website sponsors page are limited to 383px x 270px - £25.00 per annum.

Art Work

The advertiser is responsible for producing Art Work and must send this to the Advertising Manager for approval by the Editorial Team.

Acceptable: Word (Office 2003 onwards), Publisher, PDF, jpg/png (at least 300 dpi) or similar.

Printing in the ASPRA Newsletter is normally in colour.

Please contact the editor for further advice - email: editor@theaspra.org.uk

Terms and Conditions

Invoices are issued in advance.

All fees must be paid in FULL, in advance.

All fees are due ONE MONTH prior to the issue date.

At least TWO months' notice of cancellation is required.

The provisions of the Data Protection Act require me to tell you that by advertising with ASPRA you agree to your name, address, telephone no. and email address being held on computer records which may be used for the printing of newsletters, invoices, address labels and such disclosures for the purposes of the Association as the committee decide are necessary.

**Please contact the ASPRA Advertising Manager to:
reserve space, provide art work and to make payment.**

Bob Sleeman tel : 020 8654 5814 Email : adverts@theaspra.org.uk
50 Northampton Road, Croydon, CR0 7HT