



THE OFFICIAL NEWSLETTER OF PARISH OF ST. BRELADE

Dear Potential Advertiser

La Baguette has proved to be a huge success! We have been so generously supported by both advertisers and contributors that we doubled in size, to its current 8 page tabloid format, immediately after the first edition. We have since had to contend with increased costs generally and GST which has meant that we have relied on continued support of local business to ensure regular publication.

La Baguette is posted to every home in the Parish, and further copies are made available at several strategic locations in the Parish; Checkers Red Houses, Communicare, Parish Church, Marks & Spencer Red Houses, Quennevais Library - and of the course, the Parish Hall. In all our circulation is 4,600 copies!

Competition returns and comments we regularly receive indicate that La Baguette is the most widely read Parish newsletter, and certainly, in our view, the best in terms of quality of print and content.

Our website, www.labaguettes.org.je also continues to thrive with over 2,000 hits every month! Apart from publishing all the news stories in the prevailing current edition, all stories carried from the very first edition are also archived on the site. In addition, the site also has links to other parish information, ongoing projects and items we have been unable to publish in print. To help maintain the site we also provide an opportunity for advertisers to place a banner and link to their own site for the very small cost of just £60 per year.

I look forward to receiving continued support of this important, and successful, community project.

Connetable Mike Jackson

General Information:

Format	8pp Tabloid, full colour throughout
Finished size	300mm x 420mm
Printing	Offset sheet-fed litho; full colour process
Print Run	4,600
Distribution	Postal & hand

Committee and Contacts

Chairman/Editor-in-Chief	Connetable Mike Jackson
Hon. Editor	Jeff Hathaway - jeff@labaguettes.org.je
Hon. Treasurer	Senator Sarah Ferguson
Advertising	Anne May - anne@labaguettes.org.je
Committee Members	Margaret Holland Prior, Denise Waller, Judith Davey, Jan Chapman, Reg Langlois
Telephone Contact:	741147 (Parish Hall) 743276 (Editor)
Website	www.labaguettes.org.je
Webmaster	Joe Quigley - joe@labaguettes.org.je
Official Photographers	Kandidprints. Tel: email: kandidprints@jerseymail.co.uk

Information and Rate Card 2010



Please note: Advertising on Front Page is restricted to a portrait solus as shown or Bottom Banner (as outlined)

Front Page Solus
96mm x 146 mm
£275

Front Page Banner Solus 176mm x 48mm
£275

Quarter Page
(nominal upright)
115mm x 170mm
£250

Double
Standard
Panel
75mm x 93mm
£95

Midi Panel
75mm x 115mm
£110

Standard Panel
75mm x 50mm
£55

Mini Banner 75 x 26
£35

Mini
Panel
35mm x
62mm
£40

Sixth Page
(horizontal)
115mm x 100mm
£160

Maxi Panel
(horizontal)
155mm x 110mm
£220

Maxi Banner 155mm x 48mm
£105

Sizes & Prices

Position/Style	Size	Price
Full Page (back)	300mm x 430mm	£1,150
Full Page (inside)	300mm x 430mm	£900
Front Page Solus (upright)	96mm x 146mm	£275
Front Page Solus (banner)	300mm x 48mm	£275
Quarter Page (nominal)	115mm x 170mm	£250
Maxi Panel (horizontal)	155mm x 110mm	£250
Sixth Page (horizontal)	115mm x 100mm	£160
Midi Panel	75mm x 115mm	£110
Maxi Banner	155mm x 48mm	£105
Double Standard Panel	75mm x 90mm	£95
Standard Panel	75mm x 50mm	£55
Mini Panel (portrait)	35mm x 62mm	£40
Mini Banner (landscape)	75mm x 26mm	£275

Please note: GST at 3% will be added to invoices and is not included in above prices

Formats for receiving Artwork

Removable Media:

CD-ROM
USB Stick Drive

Digital Media (via email):

pdf hi-res (300dpi converted CMYK)
eps (fonts embedded, CMYK)
jpg (converted CMYK)
send to: studio@labaguetter.org.je.com

Publishing programmes

We do not accept 'open' artwork created in non-AppleMac applications. Open artwork will only be accepted in Quark. Where open artwork is provided, it must include all fonts in use, any associated graphics files, ensuring that all files and document colours are converted to CMYK. For assistance on conversions to acceptable formats, please telephone 743276

Artwork services

Where an advertiser requires our art studio to create an ad, this will be at additional charge. For advice and details, please telephone 743276

Technical details

Columns per page	7
Column width	35mm
Two columns	75mm
Three columns	115mm
Four columns	155mm
Five columns	195mm
Six columns	not permitted
Seven columns*	275mm

* Seven column banner ads will always appear at the bottom of the page

Discounts

It is our aim to publish La Baguette on a quarterly basis and therefore advertisers forward commitments are invaluable in the planning of each edition. The following table of discounts will apply for series placements.

Two Issues	10% off rate card
Three Issues	15% off rate card
Four issues	20% off rate card

Discounts for commitments of five or more issues are negotiable. Please contact us at editor@labaguetter.org.je.

PLEASE NOTE: To qualify for the above we require all bookings to be confirmed in writing or by email.



Terms & Conditions of acceptance

La Baguette (hereinafter referred to as 'The Publisher') will only accept advertisements for publication on the following conditions:

The Publisher does not accept liability for any loss or consequence caused by:

- (i) an error, inaccuracy or omission in a supplied advertisement;
- (ii) any failure to publish an advertisement on the date or dates advised or specified.
- (iii) damage alleged to have arisen through a delay in publishing, or failure to publish due to insufficient revenues received to offset production and/or distribution costs.

All advertisements are accepted subject to the contents being approved by The Publisher. The Publisher further reserves the right to refuse any advertisement, even though accepted and prepaid, in circumstances where it is brought to the attention of The Publisher, that:

- (i) The content of such advertising contravenes any laws or breaches recognised standards of public decency
- (ii) Artwork supplied is not of a professional standard or inappropriate for reproduction
- (iii) Contains copyright material that has not been passed for publication

In such circumstances the Publisher shall not make any refunds.

Notice of Cancellation

Cancellations are only permitted when made within 7 days following acceptance, and must be made in writing. Cancellations after the booking deadline date will be subject to a 50% charge, or if made after the copy date will result in 100% charge.

Proofs

Proofs will only be provided in circumstances where The Publisher is requested to provide a creative service. However, The Publisher cannot accept any responsibility for any subsequent error, omission or inaccuracy passed in proof by the advertiser, or their agent.

Reproduction from client supplied artwork

The Publisher cannot accept any responsibility for poor colour reproduction where files and documents provided have not been correctly converted for CMYK separation. Files and graphics provided in RGB format, or any other than CMYK will not separate correctly resulting in poor reproduction. The Publisher accepts no responsibility whatsoever for the quality of reproduction from artwork supplied by the client. It is the clients responsibility to ensure that the artwork submitted conforms with our requirements and meets the specifications outlined.

Please note: 'proofs' generated from office printers do not use the same technology or methods as the lithographic printing process and therefore should not be relied upon as a guide to reproduction quality.

Privacy policy

La Baguette is committed to protecting your privacy, and takes its responsibilities regarding the security of client information very seriously. This policy explains how we use client information and how we protect your privacy.

Use of client information:

We require certain information to allow us to process your booking. This includes your name, address, telephone number, and email address. This information allows us to process your booking and to send you confirmation of your booking by email or post. We ask for your telephone number so that we can contact you urgently if there is a problem with your booking.

Security to protect your information:

As required by the Jersey Data Protection Law, we follow strict security procedures in the storage and disclosure of information that you have given us, to prevent unauthorised access. Our security procedures mean that we may occasionally request proof of identity before we are able to disclose sensitive information to you.

Disclosure to Third Parties

La Baguette does not sell, trade, or rent your personal information to others. We never disclose information about an advertiser to any other person or organisation without your consent unless we are legally required to do so.

La Baguette reserves the right to pass your information on to trustworthy third parties that we use for the provision of certain services, for example, outsourced artwork, or in the event of unpaid accounts, to a debt collection agency or legal practitioner. If you have any further questions about our privacy policy or its implementation, please contact La Baguette at the following address.

La Baguette

St. Brelade Parish Hall, La Neuve Route, St. Aubin
St. Brelade, Jersey JE3 8BS