



# infocus Information Sheet



## Full Colour Advertising It costs less than you think!

- Full Colour, High Quality Advertising Publications
- Royal Mail delivered
- Free Advertisement Design Service

NORTHALLERTON <i>infocus</i>		THIRSK & EASINGWOLD <i>infocus</i>		RIPON & MASHAM <i>infocus</i>	
ADVERT SIZE REQUIRED		ADVERT SIZE REQUIRED		ADVERT SIZE REQUIRED	
<b>SUMMER 2012</b> DIST: W/C 4 JUNE '12 COPY: 10 MAY '12		<b>SUMMER 2012</b> DIST: W/C 11 JUNE '12 COPY: 17 MAY '12		<b>SUMMER 2012</b> DIST: W/C 30 JULY & 6 AUG '12 COPY: 5 JULY '12	
<b>AUTUMN 2012</b> DIST: 10 SEPT '12 COPY: 16 AUGUST '12		<b>AUTUMN 2012</b> DIST: W/C 17 SEPT '12 COPY: 23 AUGUST '12		<b>AUTUMN 2012</b> DIST: W/C 22 OCT '12 COPY: 27 SEPT '12	
<b>WINTER 2012</b> DIST: W/C 12 NOV '12 COPY: 18 OCT '12		<b>WINTER 2012</b> DIST: W/C 19 NOV '12 COPY: 25 OCT '12		<b>WINTER 2012</b> DIST: W/C 21 JAN '13 COPY: 19 DEC '12	
<b>SPRING 2013</b> DIST: W/C 4 MAR '13 COPY: 8 FEB '13		<b>SPRING 2013</b> DIST: W/C 11 MAR '13 COPY: 15 FEB '13		<b>SPRING 2013</b> DIST: W/C 8 APR '13 COPY: 15 MAR '13	

Total Price of Order: £

Please sign below to confirm your order.

Customer Name: \_\_\_\_\_ Company: \_\_\_\_\_ Signature: \_\_\_\_\_

Address: \_\_\_\_\_ Town: \_\_\_\_\_ Post Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Date: \_\_\_\_\_

Please return this form to: **Infocus Publications, Old Ainderby Station, Morton-on-Swale, Northallerton, North Yorkshire, DL7 9QR**

Booked By: \_\_\_\_\_ *Infocus Publications* | Or fax to: **01609 777401**

### ADVERTISING SIZES & RATES

ADVERT NAME:	Advert Size: (W x H) (Inside Magazine)	Advert Size: (W x H) (Front Cover)	COST: Single Insertion (Per Insertion)	COST: 2 x Insertions (Per Insertion)	COST: 4 x Insertions (Per Insertion)	COST: Front Cover: (Per Insertion)	COST: Back Cover: (Per Insertion)
<b>1/16 Page</b>	40 x 60mm +	N/A	£50.00	£45.00	<b>£40.00</b>	N/A	N/A
<b>1/8 Page</b>	90 x 60mm +	N/A	£75.00	£70.00	<b>£65.00</b>	N/A	N/A
<b>1/4 Page</b>	90 x 130mm 190 x 60mm +	80 x 112mm	£125.00	£115.00	<b>£105.00</b>	£160.00	£150.00
<b>1/2 Page</b>	190 x 130mm 90 x 270mm +	162 x 112mm	£220.00	£200.00	<b>£180.00</b>	£265.00	£240.00
<b>Full Page</b>	190 x 270mm	162 x 228mm	£400.00	£375.00	<b>£350.00</b>	£590.00	£560.00
<b>Double Page Spread</b>	408mm x 293mm (+3mm Bleed) +	N/A	£700.00	£675.00	<b>£650.00</b>	N/A	N/A

+ Not available on Front, Back Covers or Page Three. Front Cover advert sizes proportional to space available.  
Discounts do not apply for Front, Back, Inner Front and Page Three. Price as per single insertion for these pages.

Advertisements should be submitted in a high quality graphic format such as: PSD, PDF, JPEG or TIFF. Art work created in Adobe Photoshop should be created at 300dpi and supplied in one of the formats above.

We also accept hard copy. Other file types include: Microsoft Word and Excel. Artwork should be emailed to: [dwight@jkanorth.com](mailto:dwright@jkanorth.com) or [christine@jkanorth.com](mailto:christine@jkanorth.com)

#### Rates, Discount, Copy and Cancellation Terms

Cancellation of advertisements on or after the applicable copy date will incur a 100% administrative charge. Cancellation of advertisements 1 week prior to the applicable copy date will incur a 50% administrative charge.

NOTE: If invoices for previous issues remain unpaid at the copy date for a subsequent we reserve the right to not run the advert in the subsequent issue and the cancellation terms (shown left) will be applied.

# infocus Distribution Details

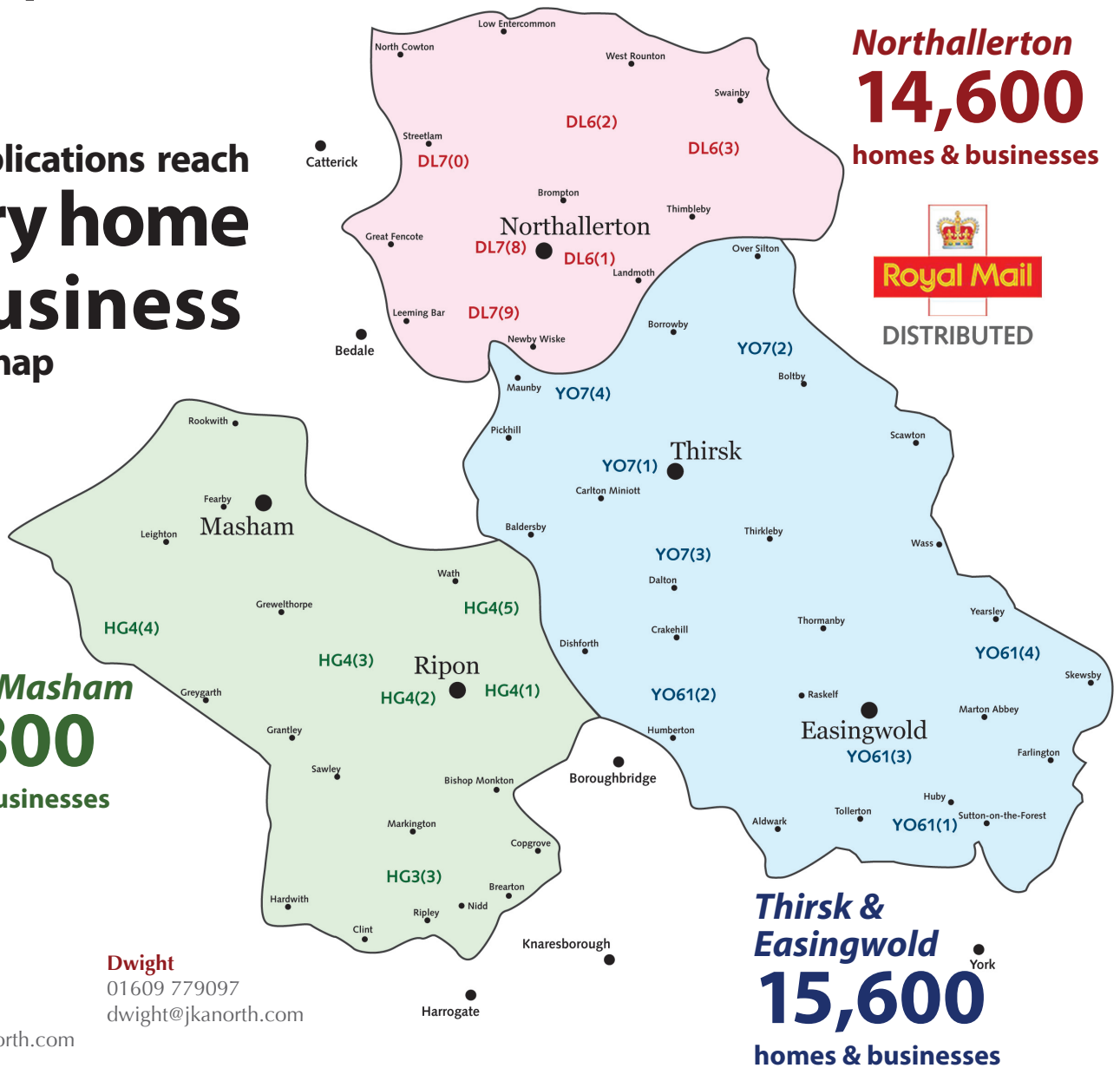
Our Publications reach every home & business on this map

Ripon & Masham  
**14,800**  
homes & businesses

**Christine**  
01609 777401  
07742 595747  
christine@jkanorth.com

**Dwight**  
01609 779097  
dwight@jkanorth.com

Northallerton  
**14,600**  
homes & businesses



Thirk & Easingwold  
**15,600**  
homes & businesses

- Guaranteed **100%** coverage of the distribution area.
- Total distribution: **45,000** homes and businesses.



## Full Distribution Details:

### Northallerton infocus

**DL6 (1), DL7 (8):** Northallerton Centre and suburbs, Romanby  
**DL6 (2):** Brompton, Ellerbeck, East Harlsey, Oaktree Hill, Lovesome Hill, Deighton, Welbury, East Rounton, West Rounton, Little Smeaton, Great Smeaton, Hornby, Appleton Wiske, High Entercommon  
**DL6 (3):** Crosby Court, Thornton Le Beans, Landmoth, Kirby Sigston, Jeater Houses, Thimbleby, Osmotherly, Ingleby Cross, Ingleby Arncliffe, Swainby, Whorlton, West Lees, Potto, Black Hambleton, Snilesworth Moor, Arnskill Ridge, Whorlton Moor  
**DL7 (9):** North Otterington, Thornton Le Moor, South Otterington, Newby Wiske, Ainderby Steeple, Morton on Swale, Londonderry, Leeming Bar, Leeming, Gatenby  
**DL7 (0):** Yafforth, Thrintoft, Scruton, Little Fencote, Great Fencote, Kirby Fleetham, Great Langton, Danby Wiske, Streetlam, Hutton Bonville, Birkby, Pepper Arden, East Cowton, North Cowton

### Thirk & Easingwold infocus

**YO7(1):** Thirk Centre and Sowerby  
**YO7(2):** Over Silton, Nether Silton, Kepwick, Cowesby, Kirby Knowle, Upsall, Boltby, Felixkirk, South Kilvington, Thirby, Cold Kirby, Scawton, Bagby, Thirkleby, Carlton Husthwaite, Sutton-under-Whitestonecliffe  
**YO7(3):** Thorpefield, Hutton Sessay, Little Hutton, Sessay, Crakehill, Dalton, Topcliffe, Asenby, Rainton, Dishforth  
**YO7(4):** Borrowby, Knayton, Thornton-le-Street, Maunby, Pickhill, Kirby Wiske, Holme, Sandhutton, Sinderby, Ainderby Quernhow, Howe, Carlton Miniott, Skipton-on-Swale, Baldersby, Catton, Baldersby St. James  
**YO61(1):** Tholthorpe, Flawith, Alne, Tollerton, Huby, Stillington, Aldwark, Toulton, Sutton-on-the-Forest, Marton Abbey, Stearsby, Marton-in-the-Forest, Whenby & Farlington  
**YO61(2):** Cundall, Brafferton, Helperby, Humberton & Myton-on-Swale  
**YO61(3):** Easingwold, Raskelf & Oulston  
**YO61(4):** Byland Abbey, Crayke, Skewsby, Yearsley, Coxwold, Wass, Oldstead, Kilburn, High Kilburn, Husthwaite & Thormanby

### Ripon & Masham infocus

**HG4 (1):** Ripon Centre and suburbs  
**HG4 (2):** Ripon Centre and suburbs (Bishopton)  
**HG4 (3):** Kirby Malzeard, Kirby Malzeard Moor, Grewelthorpe, Azerley, Mickley, North Stainley, North Lees, Sutton Grange, Studley Roger, Littlethorpe, Sawley, Risplith, Aldfield, Eavestone, Grantley, Low Grantley, Winksley, Galphay, Laverton, Dallow, Greygarth  
**HG4 (4):** Thornton Steward, Rookwith, Thim, Thornton Watless, Low Ellington, High Ellington, Low Burton, High Burton, Ellingstring, Fearby, Masham, Binsoe, Swinton with Warthermaske, Gollinglithfoot, Healey, Ilton, Leighton, Colsterdale  
**HG4 (5):** Hutton Conyers, Nunwick, Wath, Melmerby, Sharow, Bridge, Hewick, Copt Hewick, Skelton on Ure, Middleton Quernhow, West Tanfield, Marton-le-Moor  
**HG3 (3):** Ingerthorpe, Bishop Monkton, Markington, Wormald Green, Burton Leonard, Copgrove, Walkingham Hill, Brearton, Widol, Ripley, Nidd, South Stainley, Bishop Thornton, Hardgate, Shaw Mills, Bedlam, Burnt Yates, Clint, Hardwith