

infocus Order Sheet



REMEMBER - colour gets results!

Advertisements with colour increase the consumer's perception of value without increasing the perception of cost

Colour enhances the recognition of your brand

Please note that we are a FULL COLOUR, A4 SIZE ADVERTISER - the same size as this sheet.



NORTHALLERTON <i>infocus</i>	THIRSK <i>infocus</i>	RIPON <i>infocus</i>
SUMMER '10 DIST: W/C 7 JUN '10 COPY: 12 MAY '10	SUMMER '10 DIST: W/C 14 JUN '10 COPY: 19 MAY '10	SUMMER '10 DIST: W/C 12 JUL '10 COPY: 18 JUN '10
AUTUMN '10 DIST: W/C 13 SEPT '10 COPY: 18 AUG '10	AUTUMN '10 DIST: W/C 20 SEPT '10 COPY: 25 AUG '10	AUTUMN '10 DIST: W/C 18 OCT '10 COPY: 22 SEPT '10
WINTER '10 DIST: W/C 15 NOV '10 COPY: 25 OCT '10	WINTER '10 DIST: W/C 22 NOV '10 COPY: 05 NOV '10	WINTER '10/'11 DIST: W/C 24 JAN '11 COPY: 15 DEC '10
SPRING '11 DIST: W/C 14 MAR '11 COPY: 18 FEB '11	SPRING '11 DIST: W/C 21 MAR '11 COPY: 25 FEB '11	SPRING '11 DIST: W/C 18 APR '11 COPY: 25 MAR '11

ADVERTISING RATES

NAME	SIZE	RATE FOR 4 INSERTIONS (PER INSERTION)	RATE FOR 2 INSERTIONS (PER INSERTION)	SINGLE INSERTION (PER INSERTION)	FRONT COVER (PER INSERTION)	BACK COVER (PER INSERTION)
Cover Tab	33 x 56mm	N/A	N/A	N/A	£60	N/A
1/16 Page	40 x 60mm +	£34	£36	£40	N/A	N/A
1/8 Page	90 x 60mm +	£55	£60	£65	N/A	N/A
1/4 Page	90 x 130mm (190 x 60mm +)	£95	£100	£110	£140	£125
1/2 Page	190 x 130mm (90 x 270mm +)	£165	£180	£200	£240	£220
Full Page	190 x 270mm	£320	£350	£380	£560	£520

+ Not available on Front or Back Covers. 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 Photoshop should be created at 300dpi and supplied in one of the formats above. Artwork should be emailed to: design@jkanorth.com or christine@jkanorth.com

Rates, Discount, Copy and Cancellation Terms

Rates and series discounts for advertisements will be based on the rates in effect at the time of the order. All ad copy/artwork must be received by the applicable copy date. Receipt prior to the copy date would be much appreciated! A proof sheet for your ad will be provided for your review and approval. However, if you do not reply to the proof by the date on the proof sheet we reserve the right to run the ad as per the proof sheet. Proof sheets will not be issued on repeat insertions of the same ad or for ads received from your ad agency or from another advertiser for an ad you ran with them.

Cancellation 30 or more days prior to the applicable copy date will incur a 10% administrative charge. Cancellation less than 30 days prior to the copy date will incur a 50% administrative charge. Cancellation of advertisements on or after the applicable copy date will incur a 100% administrative charge.

NOTE: If invoices for previous issues remain unpaid at the copy date for a subsequent issue, the advertisement for that subsequent issue will not be run and the cancellation terms above will be applied.



infocus Distribution Details

WE REACH

**EVERY
HOME &
BUSINESS**

ON THIS MAP



Ripon & Masham
Distribution: 14,000

Please contact us for more details.

Christine

☎ 01609 777401
☎ 07742 595747
✉ christine@jkanorth.com

Alex

☎ 01609 779097
✉ sales@jkanorth.com

Anne

☎ 01904 638648
✉ anne@jkanorth.com

Design Services

☎ 01609 770765
✉ design@jkanorth.com

New increased distribution into Easingwold!

Thirsk & Easingwold *infocus* is now Royal Mail delivered to an additional 6,200 homes and businesses across Thirsk, Easingwold and the surrounding villages.

The new postcodes are: YO61(1), YO61(2), YO61(3) and YO61(4),



- Guaranteed **100% coverage** of the distribution area.
- Total distribution across Northallerton, Thirsk, Easingwold, Ripon and Masham: **43,600 homes and businesses.**