



## Advertising Guidelines

*The 'Whitstone Whistler' is our monthly community magazine which is delivered free to each household in the Parish, circulation circa 300.*

*We publish news and announcements of forthcoming local events as well as articles by local writers. We aim to be both informative and entertaining with a very local theme. There is always a round-up of news from the many clubs and groups within the Parish and a comprehensive diary of all happenings and important dates, which is popular with locals and visitors alike. The Whistler, together with the Village Website, aims to provide an entertaining way to stay in touch with community life.*

*'The Whistler' is produced and distributed by a team of volunteers and funded in the main by advertising. Our local businesses have been a great support and many of them have been running adverts with us since the beginning. The magazine was first published in 2004 and was at that time issued only occasionally. It progressed to quarterly issue for a period before becoming a monthly magazine in Nov 2009.*

Our standard advertising space is ¼ page of A5 in portrait aspect (90mm high by 64mm wide).

We can only accept the advert artwork in pdf format. Any software such as Microsoft Word, Microsoft Publisher or any Adobe programs such as Photoshop or Elements and most other programs will allow you to save in pdf format. Just send the pdf to [whitstonewhistler@gmail.com](mailto:whitstonewhistler@gmail.com) as an attachment.

It is often more convenient for you to compose the artwork as an A4 or A5 document. This is perfect for us as we can easily scale it down to the required ¼ page of A5 for printing. If you are composing the artwork in A4 or A5 size please choose your smallest text size carefully, bear in mind that it will be scaled down and may become too small to read in the printed advert.

Illustrations and photographs are fine and we can print in black & white or colour but please avoid large areas of reverse printing (i.e. blocks of background colour with white text) as this can cause printing problems. The advertising rates are given overleaf.

If you want to vary the advert at any time or even print a different advert every month (to publicise offers or different events for example) this can be done at no extra cost, just send us the new artwork by our copy deadline date (20th of the month) and it will appear in the next month's issue.

We can also place the same advert on our Village Website, an example can be seen at [www.whitstonevillage.com](http://www.whitstonevillage.com) where it appears at the bottom of the Home Page as a thumbnail, expanding to 500 pixels when clicked. The website consistently gets over 1,000 visits per week. You will also have a link from there to your own website or email address and your website name will be added to the metadata which will help you to get a higher Google ranking.

Please don't hesitate to contact us if you have any questions or to discuss any aspect of your advertising requirements.

**Some examples of printed advertising**

**Give your kitchen a facelift for 2008**  
**Replacement Kitchen Doors**  
 Over 300 different styles and colours  
 Custom made to suit existing units.  
**From The Door Store**

**Replacement Worktops**  
 Simplex Corian / Solid Wood / Laminates  
 Over 340 Colours Supplied and Fitted  
**From Worktop Solutions**

**Services Available**  
 Supply & Installation or Supply Only  
 Wall & Floor Tiling  
 Simplex Corian Worktops  
 Plumbing  
 Replacement Doors  
 Electrical Appliances  
 Worktops Joined  
 Sinks, Taps etc...

**All Available From**  
**Complete Kitchens**  
 Your One Stop Local Kitchen Company  
 Tel/Fax: **01409 259090**  
 Little Hill Torridge Way • Dingles Lane Ind Estate • Holsworthy • Devon • EX22 6HL

**Clear Blast**  
 Drain Jetting & Inspection

*Camera inspection, unblocking & maintenance of waste pipes, soakaways and field drains.*

Dave Fowler  
**07974 177372**  
 email: [dave.fowler@clearblast.co.uk](mailto:dave.fowler@clearblast.co.uk)

**Drain Jetting**  
**Power Washing**  
**Sandblasting**  
**Camera Surveys**

Moorlands  
 Whitstone  
 EX22 6TJ  
 01288 341346

**Advertising Rates**

Magazine	B&W	¼ A5 portrait	12 issues	£60
Magazine	Colour	¼ A5 portrait	12 issues	£75
Website	B&W or Colour	Thumbnail expanding to 500px width	12 months	£25 *

\*The website space is only available if taken with magazine space as well.

**Contacts**

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