


Local Directories

word of mouth *written down* 

A d v e r t i s i n g B o o k i n g s

Our directories are unique because of the way they are researched and distributed. Listings are supplied by residents themselves, based on their own positive experiences with local traders. Bad reports lead to listings being removed.

Users have a very high level of trust in our listings and, by association, our advertisers.

Each directory is published in the name of a local community group who undertake the delivery, ensuring complete coverage and continuing distribution to new residents. Each area covers 4,000 to 5,000 households.

www.local-directory.net

Our redesigned website is now up and running. All editorial listings are displayed by area free of charge. For a small annual charge we can link your website to your listing (free for print advertisers in 2011). For advertisers without a website we can create a one-page 'microsite' for a one-off charge.

The directories are produced behalf of the residents' groups by Kensal Green-based marketing consultants MarketSpark. We offer a complete production service for advertisements including design and copywriting.



020 8357 8180 info@local-directory.net
www.local-directory.net

booking form

Please provide advertising space in the following directory or directories:

list directories to be booked

Name & Address

Postcode _ _ _ _ _

Telephone _ _ _ _ _

- Eighth Page [business card] **£60**
- Quarter Page **£120**
- Half page vertical **£230**
- Half page horizontal **£230**
- Full page [excl. covers] **£430**
- Editorial plus [30 words max] **£30**

- Above rates are per edition
- All rates are for camera-ready artwork
- Rates exclude, but are subject to, VAT
- Print is black & white only

Discounts and premiums

- Multiple directories -10% off total
- Guaranteed position + 15% per edition

Payment

- Payment with order by cash or cheque
- Cash must be delivered personally
- Cheques should be made payable to **MarketSpark Limited**

space

multiple discount less 10%

position premium add 15%

artwork costs

SUB TOTAL

vat [20%]

TOTAL

We can create artwork for you

- Business card (eighth page) **£20**
3 lines plus contact details
- Quarter page **£30**
5 lines plus contact details
- No logos with fonts of our choice

We will be happy to quote for a design to your exact specification.

A VAT receipt will be sent as a confirmation of your booking, together with a proof of your advertisement for approval.

terms+conditions

BOOKINGS & PAYMENT

1. Local Directories are produced by MarketSpark Ltd, on behalf of Community Groups and/or Residents' Associations. All bookings for advertising are made between the client and MarketSpark Ltd.

2. Editorial entries are free and are included entirely at the discretion of MarketSpark Ltd, who do not guarantee the accuracy of any free entry. Booking a display advertisement does not guarantee a listing or the accuracy of any listing.

3. Bookings must be paid for with order unless credit arrangements have been agreed in advance.

4. Where credit is agreed, payment must be made within 14 days of invoice. Without prejudice to any other rights it may have MarketSpark reserves the right to charge interest at 2% above the current base rate of HSBC bank for overdue amounts, such interest to run from the date due of payment until payment is received in full and to impose an administration charge (minimum £25) in respect of any overdue account referred to a third party for collection.

5. Any discounts given by MarketSpark will be forfeit if the advertiser does not meet the credit terms.

6. All fees paid are non-returnable if the booking is cancelled after the copydate. Cancellation more than six weeks before publication will be subject to a 20% service charge. Charges for preparation of artwork are non-returnable under any circumstances.

7. Individual editions of the Directories are published throughout the year. In the event of delayed publication no refunds or reductions in fees will be made unless the delay exceeds two months.

8. All prices exclude, but are subject to, VAT current at the time of invoice.

9. Placing an order for inclusion of an advertisement shall amount to acceptance of the Terms and Conditions.

ARTWORK

10. All bookings are for space only, with artwork supplied by the client either camera-ready, on disc or by email in a form readable by MarketSpark Ltd.

11. Artwork supplied that is not to size or needing extra work of any kind will be subject to extra origination charges.

12. All artwork for publication must be supplied to MarketSpark Ltd by the dates specified at the time of booking. The client will be liable for the full cost of the advertising space booked if the artwork cannot be used due to late delivery.

13. Artwork supplied will be rendered to the best of our ability, but no responsibility can be accepted for the printed results of poor or inadequate artwork. Clients providing original artwork that is, in MarketSpark Ltd's opinion, unsuitable, will be asked to sign a waiver, or commission new artwork.

14. MarketSpark Ltd accepts no responsibility for the legality, decency or truthfulness of any advertisements or copy supplied, nor any infringements of copyright.

15. MarketSpark Ltd reserves the right to refuse to accept any advertisement which MarketSpark Ltd considers incompatible with the aims of the directories without giving reasons for the refusal.

16. Where multiple bookings are made there is no additional charge for duplication of original artwork.

17. Design and artwork for advertisements can be created to specific briefs. Estimates for design and production will be given in advance.

18. Proofs of all advertisements created by MarketSpark Ltd will be submitted to the client for their signed approval. Approved proofs must be returned within 14 days. Proofs not returned by the specified dates will be presumed approved and the client will be liable for full cost of origination and advertising space.

19. MarketSpark shall not be liable for accidental or unavoidable loss or damage to artwork.

PRINTING

20. No proofs of the Directories will be produced.

21. A free copy of the Directory(ies) containing their advertisement will be provided to all advertisers.

Editorial plus

Editorial entries are short and may not be included if space is short. **Editorial Plus** guarantees insertion and increases the impact of your listing by adding up to 30 words of your choice for £30 per edition. Also useful for maintaining listings in directories where you don't have a display advertisement.

Advertisement sizes

When supplying artwork for advertisements, the sizes are as follows:

Full page	136 x 197mm
Half page (horizontal)	136 x 93mm
Half page (vertical)	65 x 197mm
Quarter page	65 x 93mm
Eighth page	65 x 45mm

Mechanical artwork supplied will be digitised (scanned) and inserted. Inkjet or laser produced artwork should be supplied at least twice actual size for best results.

Editions

Directories are now available for the following areas:

- Queen's Park & Kensal Rise
- Brondesbury & Kilburn Village
- Mapesbury
- Gladstone Park
- Harlesden
- South Kilburn
- West Hampstead & Fortune Green
- St Raphael's & Brentfield

and new directories for:

- Kilburn East (Priory)
- Dollis Hill
- Willesden Green

Directories will now cover the whole of Kilburn area, from Cricklewood to Maida Vale.

Digital formats

Advertisements may be supplied digitally on CD or by email. For best results please supply as eps, pdf or jpeg. Please check with us for other formats or programmes.

Please put the wording for your advertisement, **Editorial Plus** or special instructions here