



# Local Directories

word of mouth *written down* 

2012

open for business

## *our directories are*



- residents' first choice for local community information
- packed with reliable information on local services, organisations & businesses
- uniquely local, with editorial content provided by residents themselves
- hand delivered to customers in the streets close to your business
- not seen as junk mail thanks to residents' endorsement
- the most cost-effective local advertising medium

*celebrating 20 years of successful publishing*

## *a unique advertising medium*

- Local 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.
- This means users have a very high level of trust in the listings and, by association, 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.

*Which is why we call them. . . . word of mouth written down*

*contact us now*

- Now, for little more than the cost of a postcard in a newsagents' window (and for much less than local press or phone-based directories) you can put your name in front of your customers for a whole year.
- Local Directories have been produced by Kensal Green - based marketing consultancy MarketSpark since 1991.
- Please contact Colin George for all the information that you'll need.

**07946 352897 020 8357 8180**

**colin@local-directory.net**

**Local Directories 9a, Ridley Road NW10 5UB**

*reach up to 40,000 customers on your doorstep*



Eleven editions across  
North West London



## Gladstone Park



*Gladstone Park and Northwest TWO*

Mainly the area south and east of the park between Dudden Hill and Cricklewood Broadway, north of the Bakerloo line between Willesden Green and Dollis Hill. Joins the Mapesbury Directory in the south. [NW2 & NW10]

**4,000 households**  
**Next edition: February 2012**

## Mapesbury



Generally the Mapesbury RA area along the Brent side of Cricklewood Broadway to Willesden Green. Distribution extended west to Willesden Lane and south to the North London Line. Surrounded to the north, east and south by the Gladstone Park, West Hampstead and Brondesbury Directories. [NW2 & NW6]

**4,000 households**  
**Next edition: February 2012**

## Brondesbury & Kilburn



*Brondesbury, Kilburn Village and BEST*

The Brondesbury and Kilburn Directory covers the area west of Kilburn High Road between Brondesbury station (North London Line) and Kilburn High Road station. Has Mapesbury and Queen's Park Directories to the north and west; Kilburn Priory to the east and South Kilburn to the, er, south. [NW6]

**4,000 households**  
**Next edition February 2012**

## Queen's Park & Kensal Rise



*Queen's Park & Kensal Rise and Kensal Triangle*

Renamed to reflect the increasing popularity of Kensal Rise it extends beyond the Queen's Park Area RA area to cover most of the Queen's Park Ward. Runs from Kilburn Village and South Kilburn westwards as far as College Road and Kensal Green station (Bakerloo Line). [NW6 & NW10]

**5,000 households**  
**New edition: February 2012**

## Harlesden



Based around the centre of Harlesden and produced with residents' group HEART. Distribution covers an area north of the Bakerloo/mainline railway from Park Royal across to Roundwood Park. Meets the St Raphael's Directory at Craven Park. [NW10]  
**4,000 households**  
**Next edition March 2012**

## West Hampstead & Fortune Green



A new directory covering an area between Cricklewood Broadway/Shoot up Hill and West End Lane. Developed with the Sidings Community Centre in West Hampstead, our first Camden-based edition. [NW2 & NW6]  
**4,000 households**  
**Next edition: February 2012**

## South Kilburn



Working with South Kilburn New Deal for Communities the directory covers an area south of the Bakerloo line from Kilburn High Road to Chamberlayne Road. Borders the QP Directory to the north. While most of the area is in Brent, there is some overlap with Westminster. [NW6, W9 & W10].  
**4,000 households**  
**Next edition: Summer 2012**

## St Raphael's & Brentfield



Centred on the neighbourhood renewal area which covers both sides of the North Circular Road between Neasden and Stonebridge Park. The area extends to the River Brent in the west and up to (but not including) the Church End estate in the east. [NW10]  
**4,000 households**  
**Next edition: Autumn 2012**

# New for 2012

## Dollis Hill



Working with the Dollis Hill Residents' Association we are pleased to republish this directory after an absence of 8 years. Running west from Edgware Road to Neasden and bordering the Gladstone Park edition along the railway line through the park. [NW2]

**4,000 households**  
**Next edition: March 2012**

## Kilburn Priory



A new Camden-based directory covering the rest of NW6. From Kilburn (Jubilee Line) station in the north along the east of the High Road to Kilburn Priory and the Westminster border.

**5,000 households**  
**Next edition: March 2012**

## Willesden Green



A new edition around Willesden Green Library covering both sides of Willesden High Road from the Jubilee Line in the north to Willesden Hospital and Sports Centre in the south. Developed with Willesden Residents' and Business Association.

**5,000 households**  
**Next edition: March 2012**



# advertisement ratecard

## Rates for printed directories

per edition:

Eighth Page [business card]	<b>£60</b>
Quarter Page	<b>£120</b>
Half page vertical	<b>£220</b>
Half page horizontal	<b>£220</b>
Full page [excl. covers]	<b>£400</b>
Editorial plus [30 words max]	<b>£30</b>

All rates are for camera-ready artwork

Rates exclude, but are subject to, VAT

Print is black & white only

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

## Discounts and premiums

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

## We can create artwork for you

Business card (eighth page)	<b>£20</b>
3 lines plus contact details	
Quarter page	<b>£30</b>
5 lines plus contact details	

No logos and fonts of our choice

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

## 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

If you supply artwork it will be scanned and inserted, so it should be supplied at least twice actual size for best results.

## 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.

## Digital formats

Advertisements may be supplied digitally on CD or by email. For best results please supply as eps, jpegs or pdf. Microsoft Word documents are difficult for us to use, may reproduce incorrectly and can involve chargeable extra work. Please check with us about other formats.

## Online Rates

### Weblinks

One year link from directory entries to client website and email. **£50.00**

### LD Microsites

Preparation of initial layout to a standard layout: **£150.00**

Annual hosting of LD microsite, personal editing facilities and daily backup. **£75.00**

### Domain registration

Domain registration and linking to LD microsite. **£poa**

Email redirect facility **£poa**

Prices exclude VAT

We can develop more extensive microsites running to several pages. Exact pricing dependent on work needed.

### Payment

Payment with order: by cash, cheque or electronic transfer. Cash must be delivered personally. Cheques should be made payable to MarketSpark Limited

advertise in our directories and reach over 40,000 households in NW2, NW6 & NW10

# Booking 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.

