



THE OFFICIAL NEWSLETTER OF PARISH OF ST. BRELADE

Dear Potential Advertiser

La Baguette continues to go from strength to strength. We are fortunate to enjoy the generous and loyal support of many of our Parish businesses with their highly valued advertising without which our newsletter could not exist. I should like to thank them all.

The good news is that following a review of our costs we are pleased to say that our advertising rates will remain unchanged.

We are also pleased to announce that Mr Tony Bellows, a well-known internet blogger and author, has joined the editorial team as Assistant Editor alongside our regular editor, and founder, Jeff Hathaway.

La Baguette is posted to every home in the Parish, and further copies are made available at several strategic locations in the Parish. In all our circulation is 4,600 copies!

Competition entries and comments we regularly receive indicate that La Baguette is still the most widely read Parish newsletter in the Island and in our opinion, the best in terms of quality of print and content!

The La Baguette website, www.labaguettes.org.je also continues to thrive. As well as publishing all the news stories and articles in the prevailing current edition, all stories carried from the very first edition are also archived on the site. In addition, the site also has links to other parish information, ongoing projects and items we have been unable to publish. To help maintain the site we also provide an opportunity for advertisers to place a banner and link to their own site for the very small cost of just £60 per year.

I look forward to receiving continued support of this important, and successful, community project.

Connetable Steve Pallett

General Information:

Format	8pp Tabloid, full process colour throughout
Finished size	300mm x 420mm
Printing	Offset sheet-fed litho
Print Run	4,600
Distribution	Postal (bulk Mail) to all addresses in Parish of St. Brelade + pick up copies at: St. Brelade Parish Hall, St. Aubin Comunicare, Quennevais Waitrose, Red Houses Falles Garage, Airport Road Parish Church, St. Brelades Bay

Committee and Contacts

Chairman/Editor-in-Chief	Connétable Steve Pallett
Hon. Editor	Jeff Hathaway - jeff@labaguettes.org.je
Hon. Assistant Editor	Tont Bellows - tony@labaguettes.org.je
Hon. Treasurer(s)	Mike Videgrain/Jenny Anfray
Advertising	Caroline Hathaway - caroline@labaguettes.org.je
Telephone Contact:	741147 (Parish Hall) 743276 (Editor)
Website	www.labaguettes.org.je
Webmaster	Joe Quigley - joe@labaguettes.org.je
Official Photographers	Kandidprints. Tel:741270 email: info@kandidprints.com

Information and Rate Card 2012

Please note: Advertising on Front Page is restricted to a portrait solus as shown or Bottom Banner (as outlined)

Front Page Solus 96mm x 146 mm £285
Front Page Banner Solus 176mm x 48mm £285

Quarter Page (nominal upright) 115mm x 170mm £265	Double Standard Panel 75mm x 93mm £105	Midi Panel 75mm x 115mm £120
	Standard Panel 75mm x 50mm £65	
	Mini Banner 75 x 26 £40	
Mini Panel 35mm x 62mm £35		Maxi Panel (horizontal) 155mm x 110mm £235
Sixth Page (horizontal) 115mm x 100mm £175		Maxi Banner 155mm x 48mm £115

Sizes & Prices

Position/Style	Size	Price
Full Page (back).....	300mm x 430mm	£1,205
Front Page Solus (upright)	96mm x 146mm	£285
Front Page Solus (banner)	300mm x 48mm	£285
Quarter Page (nominal)	115mm x 170mm	£265
Maxi Panel (horizontal)	155mm x 110mm	£235
Sixth Page (horizontal)	115mm x 100mm	£160
Midi Panel	75mm x 115mm	£120
Maxi Banner	155mm x 48mm	£115
Double Standard Panel	75mm x 90mm	£105
Standard Panel	75mm x 50mm	£65
Mini Panel (portrait)	35mm x 62mm	£35
Mini Banner (landscape)	75mm x 26mm	£40

Inserts: Single sheet up to A4... £230 or Folded units...£265

Please note: GST at prevailing rate will be added to invoices and is not included in above prices

Formats for receiving Artwork

Removable Media:

CD-ROM
USB Stick Drive

Digital Media (via email):

pdf hi-res (300dpi converted CMYK)
jpg (converted CMYK)
send to: studio@labaguette.org.je

Publishing programmes

We do not accept 'open' artwork created in non-AppleMac applications. Open artwork will only be accepted in Quark. Where open artwork is provided, it must include all fonts in use, any associated graphics files, ensuring that all files and document colours are converted to CMYK. For assistance on conversions to acceptable formats, please telephone 743276

Artwork services

Where an advertiser requires our art studio to create an ad, this will be at additional charge. For advice and details, please telephone 743276

Technical details

Columns per page	7
Column width	35mm
Two columns	75mm
Three columns	115mm
Four columns	155mm
Five columns	195mm
Six columns	not permitted
Seven columns*	275mm

* Seven column banner ads will always appear at the bottom of the page

Discounts

It is our aim to publish La Baguette on a quartly basis and therefore advertisers forward committments are invaluable in the planning of each edition. The following table of discounts will apply for series placments.

Two Issues	10% off rate card
Three Issues	15% off rate card
Four issues	20% off rate card

Discounts for committments of five or more issues are negotiable. Please contact us at editor@labaguette.org.je.

PLEASE NOTE: To qualify for the above we require all bookings to be confirmed in writing or by email.

Inserts

Please note: In order to stay within our contracted postal limits, inserts can only be accepted as single sheets up to to A4 in size or, if folded, must not exceed A4 in size or weigh more than 15grams.



Terms & Conditions of acceptance

La Baguette (hereinafter referred to as 'The Publisher') will only accept advertisements for publication on the following conditions:

The Publisher does not accept liability for any loss or consequence caused by:

- (i) an error, inaccuracy or omission in a supplied advertisement;
- (ii) any failure to publish an advertisement on the date or dates advised or specified.
- (iii) damage alleged to have arisen through a delay in publishing, or failure to publish due to insufficient revenues received to offset production and/or distribution costs.

All advertisements are accepted subject to the contents being approved by The Publisher. The Publisher further reserves the right to refuse any advertisement, even though accepted and prepaid, in circumstances where it is brought to the attention of The Publisher, that:

- (i) The content of such advertising contravenes any laws or breaches recognised standards of public decency
- (ii) Artwork supplied is not of a professional standard or inappropriate for reproduction
- (iii) Contains copyright material that has not been passed for publication

In such circumstances the Publisher shall not make any refunds.

Notice of Cancellation

Cancellations are only permitted when made within 7 days following acceptance, and must be made in writing. Cancellations after the booking deadline date will be subject to a 50% charge, or if made after the copy date will result in 100% charge.

Proofs

Proofs will only be provided in circumstances where The Publisher is requested to provide a creative service. However, The Publisher cannot accept any responsibility for any subsequent error, omission or inaccuracy passed in proof by the advertiser, or their agent.

Reproduction from client supplied artwork

The Publisher cannot accept any responsibility for poor colour reproduction where files and documents provided have not been correctly converted for CMYK separation. Files and graphics provided in RGB format, or any other than CMYK will not separate correctly resulting in poor reproduction. The Publisher accepts no responsibility whatsoever for the quality of reproduction from artwork supplied by the client. It is the clients responsibility to ensure that the artwork submitted conforms with our requirements and meets the specifications outlined.

Please note: 'Proofs' generated from office printers do not use the same technology or methods as the lithographic printing process and therefore should not be relied upon as a guide to reproduction quality.

Privacy policy

La Baguette is committed to protecting your privacy, and takes its responsibilities regarding the security of client information very seriously. This policy explains how we use client information and how we protect your privacy.

Use of client information:

We require certain information to allow us to process your booking. This includes your name, address, telephone number, and email address. This information allows us to process your booking and to send you confirmation of your booking by email or post. We ask for your telephone number so that we can contact you urgently if there is a problem with your booking.

Security to protect your information:

As required by the Jersey Data Protection Law, we follow strict security procedures in the storage and disclosure of information that you have given us, to prevent unauthorised access. Our security procedures mean that we may occasionally request proof of identity before we are able to disclose sensitive information to you.

Disclosure to Third Parties

La Baguette does not sell, trade, or rent your personal information to others. We never disclose information about an advertiser to any other person or organisation without your consent unless we are legally required to do so.

La Baguette reserves the right to pass your information on to trustworthy third parties that we use for the provision of certain services, for example, outsourced artwork, or in the event of unpaid accounts, to a debt collection agency or legal practitioner. If you have any further questions about our privacy policy or its implementation, please contact La Baguette at the following address.

La Baguette

St. Brellade Parish Hall, La Neuve Route, St. Aubin
St. Brellade, Jersey JE3 8BS