



Portsmouth  
CITY COUNCIL

# TermTimes

2010-11 Media pack and advertising rate card

## TermTimes Media Pack

Advertising opportunities

2010-11 publication dates

Publication details

Demographics

Term Times rate card  
2010-11\*

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# Advertising opportunities

**Term Times is Portsmouth City Council's free magazine for 0-11 year olds and their parents/carers.**

It contains a wide range of useful information about what's happening locally for children and families. Packed with news, features, competitions and a handy 'out and about' guide aimed at this age group.

Term Times is delivered FREE to every infant, junior and primary school pupil in Portsmouth. It is also available at libraries, council buildings, pre-schools, nurseries, children's centres, through childminders and online.

The magazine is delivered twice a year, in May and October.

Call us on **023 9283 4142** or  
email [termtimes@portsmouthcc.gov.uk](mailto:termtimes@portsmouthcc.gov.uk)

## 2010-11 publication dates

Issue	Book by	Copy deadline	Distribution date
<b>Autumn 2010</b>	6 Sept	30 Sept	w/c 13 Oct
<b>Spring 2011</b>	4 April	30 April	w/c 16 May



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## Publication details

Print run – 27,000

Size – (A4 – 210mm wide by 297mm deep)

Colour – full colour

Frequency – twice a year – mid-May and mid-October  
(before half term).

Pages – 24

Paper – Recycled Matt 80 gsm printed locally on 100%  
recycled paper using vegetable inks

Distribution – to all infant, junior and primary schools in  
Portsmouth plus libraries, children's centres, pre-schools,  
nurseries, childminders, through Portsmouth CHAT and  
online.



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# Term Times rate card 2010-11\*

Advert size	Cost
Quarter page (portrait only)	£200
Half page	£350
Full page	£600
Back page (must be full bleed)	£800
Two page insert	£1,000
Four page insert (centre pages)	£2,000
Edition sponsorship – flash on front cover, back page and two inside pages	£2,300

The positions of the advertisements are determined by the editor. We'd be delighted to discuss special requests, advertorials, guaranteed positions, reader offers and prizes.

\*We will be producing a new rate card for 2011/12 and prices may increase.

## Design and artwork

Need someone to design your advert? Our in-house creative team can provide you with a competitive quote. Contact Mark Maguire on 023 9268 8651 for details.



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## Artwork formats

High quality PDF or EPS files with embedded fonts

Colour CMYK

Correct size for advert

Images are 300dpi at actual size

## Advert sizes

Description	Width	Height
Full page no bleed	190mm	267mm
Half page horizontal	190mm	130.5mm
Quarter page	92mm	130.5mm
Half page vertical	92mm	267mm

## Contact

### Editor: Claire Bartlett

Corporate Communications

Portsmouth City Council

Civic Offices

Guildhall Square

Portsmouth

PO1 2AL

Telephone: 023 9283 4142

Email: [termtimes@portsmouthcc.gov.uk](mailto:termtimes@portsmouthcc.gov.uk)



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## Our advertising policy

Portsmouth City Council's policy on advertising can be found at [www.portsmouth.gov.uk/yourcouncil/14599.html](http://www.portsmouth.gov.uk/yourcouncil/14599.html)

## Advertising terms and conditions

The following conditions apply to all advertisements accepted for inclusion in Term Times.

Portsmouth City Council reserves the right to omit or suspend an advertisement at any time, in which case no claim on part of any advertiser for damages or breach of contract shall arise. Such omission or suspension shall be notified to the advertiser as soon as possible.

Every care is taken to avoid mistakes, but we, or our agents cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions.

The advertiser will indemnify Portsmouth City Council and its agents fully in respect of any claim made against it resulting from the advertisement.

The advertisers warrant that the advertisement copy is legal, decent, honest and truthful and that it complies with the British Code of Advertising practice and that it does not contravene Portsmouth City Council's advertising policy.

All advertisements are placed at the discretion of the editor.

All cancellations made within 28 days of the copy deadline will be charged in full. The placing of an order (either written or verbal) shall amount to acceptance of these terms.

Rate card is valid July 2010 – May 2011. Rates may be subject to change.

