



about
ADLINGTON

including Anderton & Heath Charnock

Media Pack 2022

Helping to promote local business

Tel : 01772312554
email : clare@pwdcreative.co.uk

 **PWD**
creative solutions limited

100's of local businesses trust us!



Booklets printed per year

Why About Adlington?

Our Adlington book is targeted at helping local business advertise to every home in Adlington, Anderton and Health Charnock (around 5000 homes). If your looking to increase sales or have a special offer to promote, our booklet is the perfect medium to get your message across.

Adverting in our booklet is much more cost effective than printing a leaflet and having it distributed. To have 5000 leaflets printed and delivered to the same areas would cost over £380.00

It's well designed and printed to a very high standard, we think it's one of the best designed and printed booklets out there today. We use good quality paper and a heavier cover than our competitors.



Let us help you get your business message out!

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We don't have editorial or fillers in our booklets which is expensive content to create and print. So we pass these savings on to you. Always offering the best prices.

Advert Prices

	1 booklet	2 booklets (save 15%)	3 booklets (save 20%)
Cover Page Block	£100	£85	£80
Back Page	£300	£255	£240
1/4 inside page	£60	£51	£48
1/2 inside page	£85	£72.25	£68
Full inside page	£145	£123.25	£116
Double Spread	£220	£187	£176

20% Discount if you book all 3 issues

15% Discount if you book 2 issues

Did you know all our advert prices include design?

Guaranteed Delivery.

We've been delivering our booklet now for 3 years and have proven our track record in delivering our booklets to every home and business in Adlington, Anderton and Health Charnock. Our delivery team live locally and know the areas very well.



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Testimonials



We have been using the local advertising booklet for just over a year now and we couldn't be happier! The standard of print and the distribution really helps our business and brand awareness in the local community.

Clare at PWD is always happy to help when it comes to our designs and creativity too.

www.manordaynurseries.co.uk

We at The Cosy Company like to advertise in the Adlington booklet as it helps us reach local people, it also helps reach people who aren't on the internet.

PWD are very helpful and nothing seems to be too much trouble for them.

Would Highly recommend advertising with About Adlington if you want to get your business out there and grow.

The Cosy Company LTD

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Advert Sizes



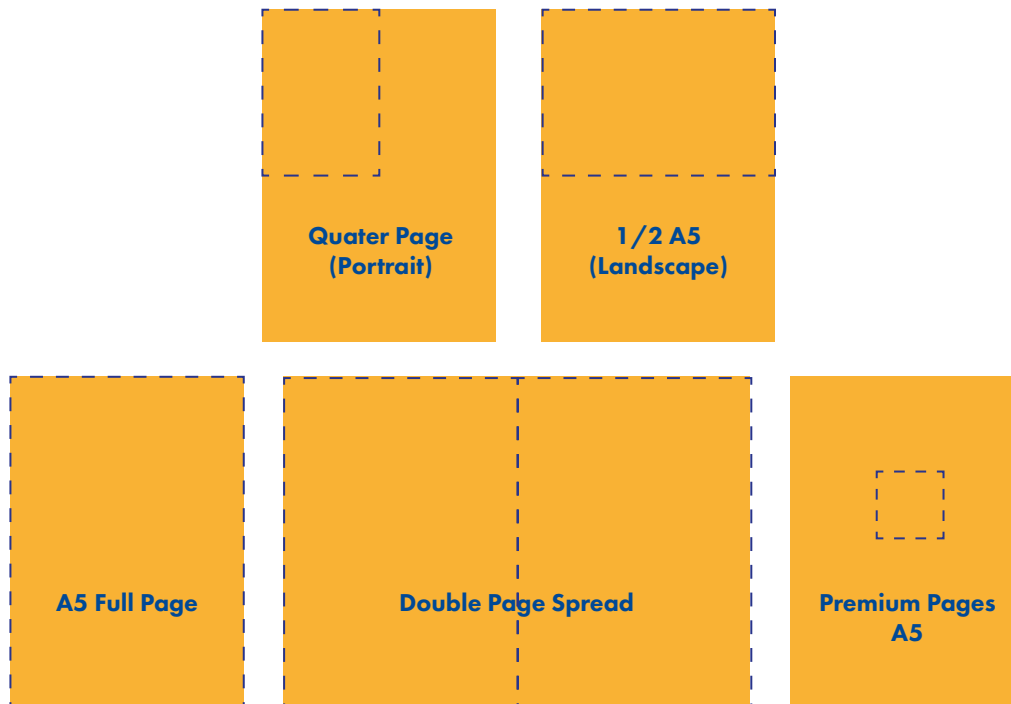
Not sure what size of artwork you want? Here is a little help ...

Quarter Page

Mainly text based advert, but maybe with an image, ideal to help raise the profile of your business and keep your company name out there. For the best return look to be included in more booklets and for a longer period.

Half Page

A great compromise between cost and space. A very popular choice, allows you enough space to create a striking design and attract customers and include an offer if needed.



Full Page

Great for those who want to stand out with plenty of space to get creative. Remember we offer a 20% discount if you book 3 issues and 15% discount if you book 2 issues.

Double Page Spread

Ideal for those businesses that want to include more information or an editorial style. Lots of space to create an eye catching design and really make an impression.

Premium Pages

For those businesses that want to really stand out. We offer the back cover (A5) and (the front cover block) providing a cost effective way to get noticed! These are premium spaces which are popular and often sell out early so be sure to register your interest early to avoid disappointment.

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Artwork

If you want to take advantage of the free design service we offer for your advert we just ask that you supply;

- A high resolution copy of your logo.
- The text you wish to use for the advert.
- High resolution images of your product or service.
- Key contact information for your business – address/phone number/email/opening times.
- Details of any colours – or suggestion of colours you would like used.
- Fonts to be used – or suggestion of which font you would like to use.
- A description of how you would like the advert to look and be laid out.
- The promotion or offer you wish to include in your advert.

If you are supplying your advert we can work with a wide range of file formats and types, however we do ask;

- To get the best response be sure to offer a great deal on your advert
- Artwork to be sent in high resolution **PDF** (we can work with PSD/JPG files.)
- The artwork matches the size of the advert you are placing.
- Files should be a minimum **300dpi**.
- Bleed and crop marks. (We can work without, but it's recommended)
- All text and images should be at least 8mm from the edge of the bleed.
- All colours should be **CMYK**.
- All fonts and images should be embedded or outlined.
- Exact measurements for each artwork size are available on request.
- Files can be e-mailed over, large files can be sent using we transfer or dropbox.
- We also check every advert to make sure the artwork will print correctly (this is not a proof).