



# Village Voice

MELBOURNE & DISTRICT

## ADVERTISING RATES - WINTER 2025

All pages are tabloid size divided into 6 columns

Pages are 8 modules high by 6 modules wide - 48 modules per page

	H x W	Size in mm		Black Price	Colour Price
SMALL DISPLAY	1x1	H39.25mm x W41.6mm		£22.00	£30.00
	2x1	H81.5mm x W41.6mm		£35.00	£40.00
	3x1	H123.7mm x W41.6mm		£50.00	£60.00
	4x1	H166mm x W41.6mm		£60.00	£70.00
	1x2	H39.25mm x W86.3mm		£35.00	£40.00
	1x3	H39.25mm x W131mm		£50.00	£60.00
	2x2	H81.5mm x W86.3mm		£60.00	£70.00
	1x4	H39.25mm x W175.6mm		£60.00	£70.00
EIGHTH PAGE	1x6	H39.25mm x W265mm		£72.00	£89.00
	2x3	H81.5mm x W131mm		£72.00	£89.00
	3x2	H123.5mm x W86.3mm		£72.00	£89.00
LARGE DISPLAY	2x4	H81.5mm x W175.6mm		£93.00	£116.00
	4x2	H166mm x W86.3mm		£93.00	£116.00
	3x3	H123.5mm x W131mm		£104.00	£130.00
	4x4	H166mm x W175.6mm		£182.00	£232.00
QUARTER PAGE (Portrait)	4x3	H166mm x W131mm		£139.00	£173.00
QUARTER PAGE (Landscape)	3x4	H123.5mm x W175.6mm		£139.00	£173.00
HALF PAGE (Landscape)	4x6	H166mm x W265mm		£264.00	£328.00
HALF PAGE (Tall Portrait)	8x3	H335mm x W131mm		£264.00	£328.00
HALF PAGE (Portrait)	6x4	H250.5mm x W175.6mm		£264.00	£328.00
FULL PAGE	8x6	H335mm x W265mm		£513.00	£630.00
	1x1	Front Page Earpiece - colour only.			£85.00

**LOADINGS: Page 1 + 50% Page 3 + 30% Back page + 25%**

TO GUARANTEE AN EARLY RIGHT HAND PAGE THERE IS A LOADING OF 20% FOR PAGE 5 AND 15% FOR PAGE 7  
SUBJECT TO AVAILABILITY

ALL PRICES ARE SUBJECT TO V.A.T.

THESE PRICES DO NOT INCLUDE DESIGN AND ARTWORK BUT WE CAN DESIGN AND CREATE YOUR ADVERTISEMENT FOR YOU FOR AN EXTRA CHARGE. PLEASE ASK FOR DETAILS AND WE WILL BE PLEASED TO HELP.

**IF SUPPLYING ARTWORK PLEASE SEE AD SPECIFICATIONS ON NEXT PAGE.**

Terms: PAYMENT ON RECEIPT OF INVOICE. New customers are required to pay in advance of publication by card or bank transfer. Any artwork created by the Village Voice may not be reproduced in any other publication without written permission and will be subject to an administration charge.  
If an ad is cancelled before publication we reserve the right to make a charge for any artwork created and for changes needed to any layouts we have created.

Advertising inquiries to:

**07584 025 852**

ads@melbournevillagevoice.co.uk

[www.melbournevillagevoice.co.uk](http://www.melbournevillagevoice.co.uk)

## CIRCULATION:

6200 copies delivered FREE  
to almost every house in . . .

MELBOURNE

KINGS NEWTON

TICKNALL

INGLEBY

FOREMARK

LOUNT

STANTON-BY-BRIDGE

SWARKESTONE

WILSON

STAUNTON HAROLD

TONGE

TWYFORD

WESTON-ON-TRENT

ASTON-ON-TRENT

ELVASTON

THULSTON

AMBASTON

BARROW-ON-TRENT

BREEDON

SMISBY

and available in FINDERN



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## ADVERTISING SPECIFICATION

**The Village Voice is a newspaper and printed on NEWSPRINT - an advert created for other forms of printing, such as glossy magazines, may not reproduce satisfactorily. The creator of the artwork needs to know the ad is for newsprint and should design the ad accordingly using appropriate weights and sizes of type etc. Newsprint has much higher ink absorbency than gloss paper and the detail that can be reproduced is far less than glossy paper.**

### ACCEPTABLE FILE TYPES

- PDF/X1-a - All colour images MUST be CMYK and saved as a "PRESS READY" pdf
- QuarkXpress - up to v8 All colour images MUST be CMYK - linked photos and fonts must be included with file.
- Adobe Illustrator EPS - up to CS6 - all colour images MUST be CMYK - All fonts must be embedded or outlined.

Sorry, but we **cannot accept Publisher files. Word files** can be used but are far from ideal as this application is not intended for artwork creation. We need a printed copy of any ad sent as a Word file and cannot guarantee the quality of ads sent in this format.

Jpgs are possible to use but they can present problems as if prepared as RGB instead of CMYK files the black elements can separate into all of the process colours causing registration problems. This is impossible to remedy at our end and we cannot accept responsibility for illegible ads caused by this.

If supplied artwork is the wrong proportion for the space booked we can either resize to fit (not recommended if the ad contains pictures or logos) or keep the proportions of the original artwork and "float" in the space.

***Please state which option you would prefer us to use.***

To ensure the advertisement is reproduced as you expect please supply a printed copy as well as the electronic file.

***We cannot accept any responsibility for errors in reproduction without this.***

### TYPE

San serif type faces are the best choice for newsprint reproduction. Type faces with thin or delicate serifs and strokes should be avoided. Extremely thin strokes can disappear while thick strokes can fill in on press. For best legibility we recommend using type sized at least 7 points for black type without a screen (ie not tinted). Rules or lines that are 4 points and thinner and smaller type (defined as sans-serif type that is smaller than 7 points or serif type that is less than 8 points) should be reproduced as one colour only - black will give best results as the type is all on one printing plate and avoids any registration issues.

### BLACK TEXT

Black text should only be created using 100% black - 4-colour black should never be used with text or any other elements.

### KNOCKOUT / REVERSE TEXT

Reverse out white or coloured text should be no smaller than 10pt bold and should not be compressed. To avoid registration issues and poor legibility body text should not be more than two colours. **Small or fine text reversed out of a block of colour will not be legible.**

### ARTWORK PRODUCTION BY US

Please ask for a quotation. We can design your ad for you and to help keep costs down the more you can supply to us, in a format we can easily use, the better. If the ad we are to create contains a lot of text please supply words as either MS Word, text files or in an email as this helps to minimise errors and further costs incurred by retyping copy.

If supplying logos please supply the files as eps, jpg, tiff or pdf at high resolution (over 300ppi at actual size).

Low resolution jpg files CANNOT be made into high resolution jpg files and improve quality.

***We do our best to spot any potential problems in production but ensuring the supplied artwork meets the specification outlined above is ultimately the responsibility of the advertiser if we are not creating the artwork for you.***

***If unsure, please ask and we will try to help.***

**8x6**  
FULL PAGE  
H333mm x W270mm

**1x1**  
H39mm  
x W41.6mm

**2x1**  
H81mm  
x W41.6mm

**3x1**  
H123mm  
x W41.6mm

**4x1**  
H165mm  
x W41.6mm

**1x2**  
H39mm x W87mm

**1x3**  
H39mm x W133mm

**1x4**  
H39mm x W178.6mm

**1x6**  
H39mm x W270mm

**2x3**

H81mm x W133mm

**3x2**

H123mm x W87mm

**3x4**

QUARTER PAGE

H123mm x W178.6mm

**4x2**

H165mm x W87mm

**2x4**

H81mm x W178.6mm

**4x4**

H165mm x W178.6mm

**3x3**

H123mm x W133mm

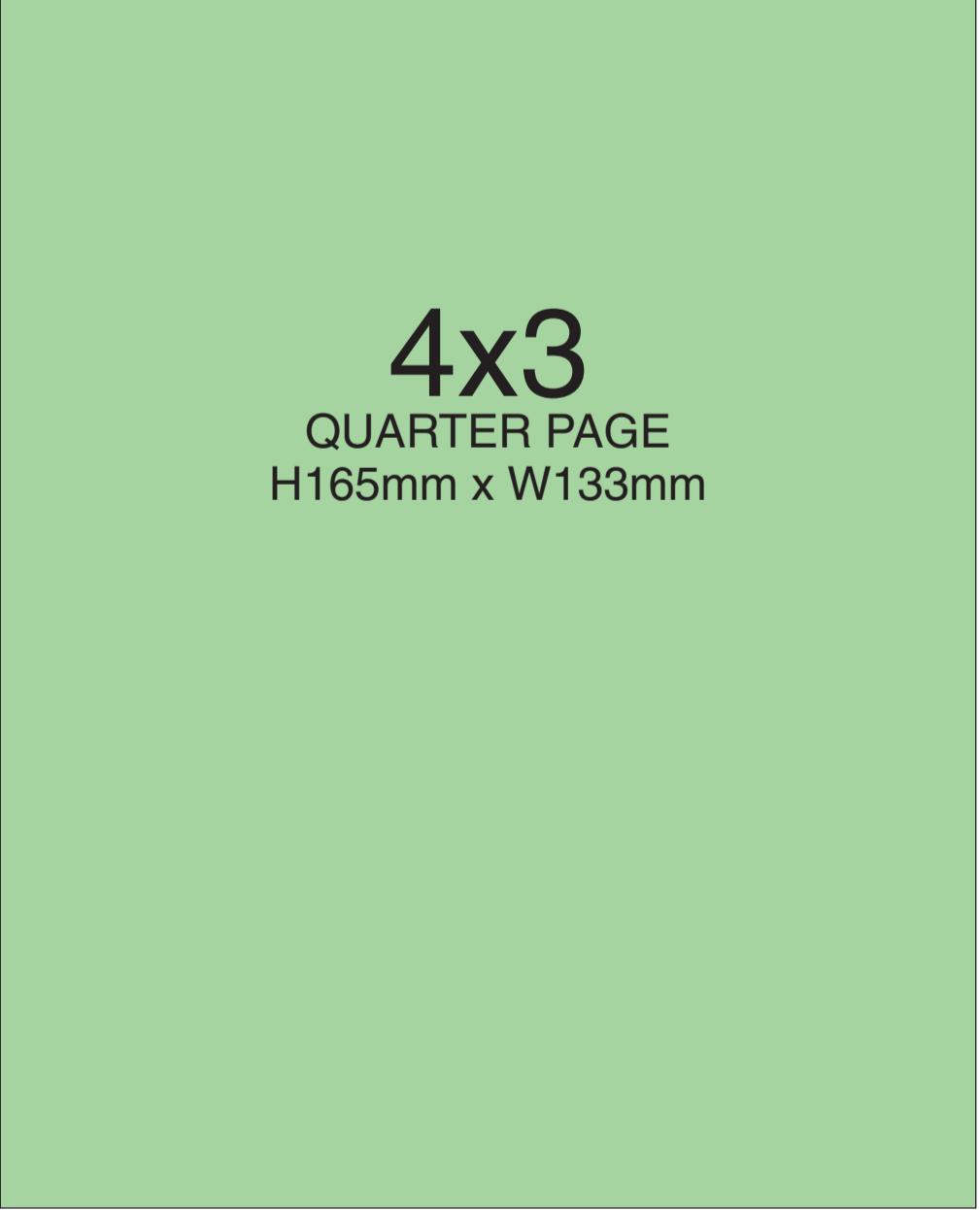
**2x2**

H81mm x W87mm

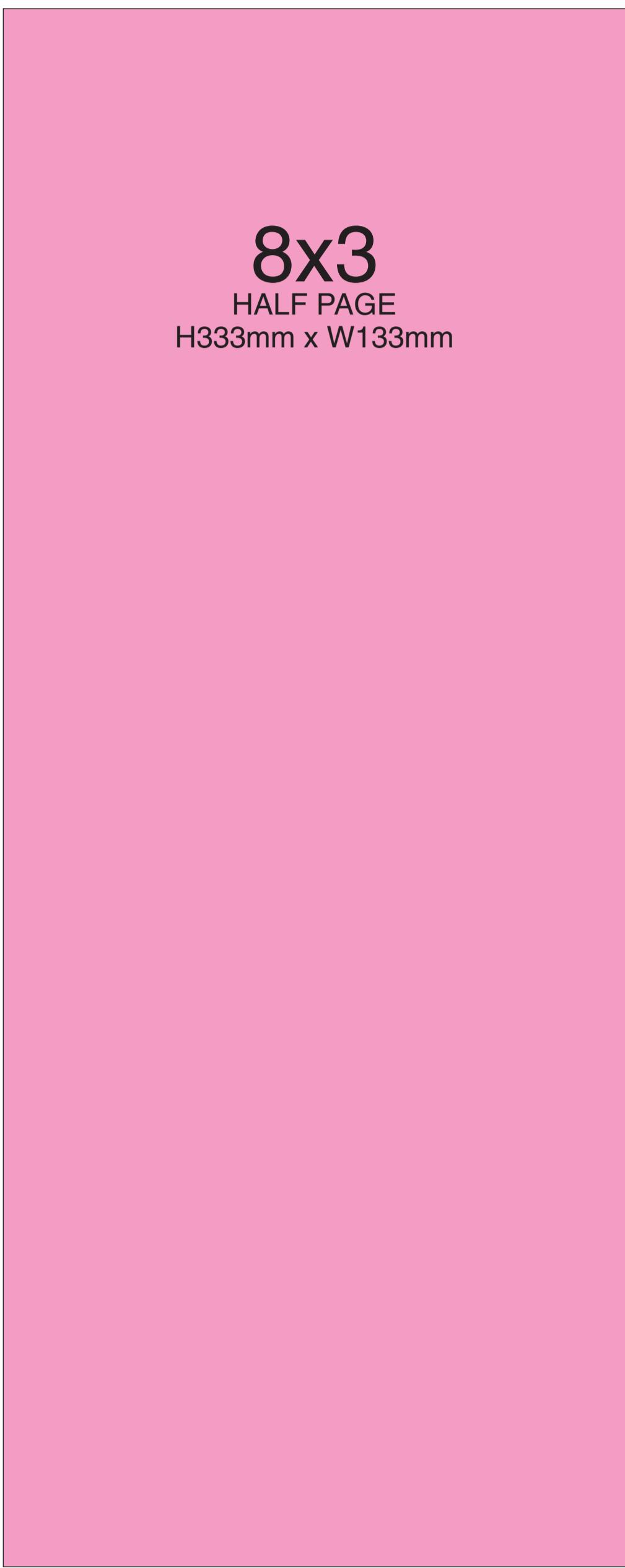
**4x6**

HALF PAGE

H165mm x W270mm



**4x3**  
QUARTER PAGE  
H165mm x W133mm



**8x3**  
HALF PAGE  
H333mm x W133mm