

Lower Ure News

Local News for Boroughbridge and The Lower Ure Valley



Working for You and Supporting the Local Community

About Us

Lower Ure News

Local News for Boroughbridge and The Lower Ure Valley



Issue 34

January 2016

A Happy and Peaceful New Year to all our readers



Photo by Jacqueline Akers
– a reflection of Anchor Terrace in the canal
An entry for the photographic competition

Lower Ure News has a **valued and active** role in the communities in and around Boroughbridge. It provides interesting stories written by people from the community about what matters to you and them.

The **Events Diary** is an especially welcomed feature. It tells readers what is happening, when and where. – and can be easily taken from the centre of the paper for easy reference.

The paper is **free** to all from Copt Hewick to Green Hammerton – and all ports in between! For those who prefer an electronic copy, there is a mailing list.

Publishing costs are met by **sponsors, supporters and advertising**. Initially pump priming funding came from Yore Vision and Harrogate Borough Council. Editing and production is with the local communities. Volunteers are always welcome.

Statistics *at a glance*

Lower Ure News

Local News for Boroughbridge and The Lower Ure Valley



Issue 31

October 2015

River Tutt Restoration Project



Brown trout - Credit Jack Perks

Circulation

2000 households with an estimated readership of 6500. Delivered door to door by community volunteers in Boroughbridge and the surrounding villages + e-mail circulation

Frequency

Every month, Free

Added Value Support

Current and past issues on web site. Current advertisers with web links

Pagination

16-20 pages per edition

Editorial/Advertising ratio

75% editorial/25% advertisements
A web version of the paper is available, including all back issues on

<http://www.lowerurenews.co.uk/>

For special rates please contact the editor

Lower Ure News



Local News for Boroughbridge and The Lower Ure Valley

ADVERTISING & SPONSORSHIP RATES

Position in newspaper ♦	Cost for 1 advert	Cost per advert for 3 or more	Advert dimensions
Back cover	£60.00	£50.00	14cm x 20cm
Full page	£50.00	£47.50	14cm x 20cm
Half page	£25.00	£22.50	14cm x 10cm
Quarter page	£12.50	£10.00	7cm x 10cm
Sponsorship of an issue	£250.00		

♦ The Lower Ure News is an A5 format newspaper

● Prices are exclusive of VAT

● Premium positions are available – 20% premium on price for specified internal pages e.g. 3, 6, 11, 15

● Every customer has a FREE listing on our web site <http://www.lowerurenews.co.uk/>

● Advertorial available on bookings of 6 months or more

● Deadlines – LUN out by 28th of every month.

Artwork and stories to editor by 15th of preceding month **LATEST**.

What you have by Sponsoring

- An **editorial acknowledgement** that you have sponsored this issue of the paper
- A **full page advertorial** on your business on the **back page**
- An entry into the **Boroughbridge Means Business** database we are compiling
- Circulation now over **2000** copies to Boroughbridge and the Lower Ure Valley!
- Written, produced, and **hand delivered door to door** by volunteers + e-mail circulation
- Issues available on the Lower Ure News web site <http://www.lowerurenews.co.uk/>

What's next? How to become a sponsor/advertiser/supporter

Please e-mail: editor@lowerurenews.co.uk or chair@yorevision.org.uk

or T: 01423 325 808

M: 07711 151516

Supporters are businesses/people who give donation to Lower Ure News

Technical requirements

- All supplied artwork to be 300dpi resolution with all fonts and images embedded. Colours may vary when printed.
- No artwork? We can do it. Just contact by email or ring the numbers above.
- Can accept most formats – Hi Res pdf, Photoshop, EPS, TIFF, Hi Res JPEG, Publisher. MS Word. All materials, copy and artwork assumed to be copyright free unless otherwise stated.

All finances for Lower Ure News are managed by Yore Vision.