

Leaflets Media Pack



**CALL US
FOR MORE
INFORMATION**

Peter Whittall: 01384 358056
Gareth Hodgetts: 01384 358058



Leaflets

**DOOR TO DOOR • INSERTS • SAMPLING
'ONSETS' • FIELD MARKETING
RESEARCH AND PLANNING**

Why Choose Leaflets?



- Competitive prices and a cost effective form of advertising
- High impact, conveys a message to a target audience, utilising Mosaic UK
- Gain an advantage over your competitors by utilising a highly targeted medium
- Allows for endless creative possibilities from a single page leaflet to large catalogues or anything that is legally safe to post – you are only limited by your own imagination
- Highly visible form of media on reaching its target market

We make it simple, from only one call...

- We arrange distribution
- We arrange your print
- We distribute to your target market

Tips for a successful leaflet distribution campaign

- Ensure your leaflet will be attractive to your potential customer
- Are you distributing in line with anticipated customers buying patterns?
- Find your potential customers by utilising Mosaic UK, thus maximising response and minimising wastage
- Multiple drops to each targeted household to further enhance return on investment
- Ensure you are able to monitor the response rate



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Local Leaflet Prices

RATES ARE PER 1,000 + VAT



Quantity	A4 up to 10g (min order 3000)	4pp 10-19g (min order 3000)	8pp 20-34g (min order 3000)	12pp 35g-49g (min order 2000)	16pp 50-64g (min order 2000)
3 - 10,000	19.50	22.00	24.00	26.00	28.00
10 - 25,000	18.00	20.00	22.00	24.00	26.00
25k+	16.00	18.00	20.00	22.00	24.00
100k+	14.00	16.00	18.00	20.00	22.00

NB: Prices above are based on an A4 single sheet, please call us for a quote on other sizes. Prices Exclude VAT. Minimum order charge £75.00

Payment: Unless you have an account with Newsquest then all leaflet distributions require pre-payment by the Wednesday of the week prior to distribution.

Minimum Order: If you have less than 3000 leaflets you will be charged a set price of £60.00

Solus Distribution: An option for Solus distribution is available where your leaflet will go out with no conflicting items, separate to the free newspaper and other leaflets, with prices starting at £65 per 1,000 + VAT (Min order 5,000 leaflets)

We will be happy to quote on any size of leaflet, newspaper, magazine or sample: Please ring **01384 358060** for an immediate competitive price.

Targeted Distribution: We can target by specific demographics e.g. AB households, income etc; at no extra cost and we offer mosaic profiling to help you target your desired audience more effectively.

Delivery: All leaflets are to be boxed and uniformly bundled, with the name and quantity clearly displayed on the box. The items are required at our delivery address by midday Thursday of the week prior to scheduled distribution.

Payment: All leaflet distributions that require pre-payment must be settled by the Wednesday of the week prior to distribution.

Use our **free** design service to create an eye catching leaflet!

When you're happy with the design, choose a print volume at a competitive price.

All leaflets printed A5 full colour process both sides on 130gram gloss

5,000	£99
10,000	£159
20,000	£299
30,000	£385
40,000	£465
50,000	£525
100,000	£850

Have your leaflets distributed with this free newspaper from as little as **£14 per 1,000 +Vat**

Not the size or volume you're looking for? Call the office for a competitive quote.

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Paid For Title Information

Paid for Newspaper titles	Print Run	Price (£)
Malvern Gazette	10,000	225
Malvern Gazette (inc Ledbury Reporter)	13,000	285
Worcester Evening News	12,000	275
Hereford Times	28,000	725
Evesham/Cotswold Journal	7600	245
Kidderminster Times	3500	165
Tenbury and Ludlow Advertiser	4000	190
Ledbury Reporter	3000	165

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Delivery Details



DELIVERY ADDRESS:

Crowndell Services
Unit B1
Worcester Trading Estate
Blackpole Road
Worcester
WR3 8HR

LEAFLET WAREHOUSE:

Sue Gannon Tel: 01905 756288

DELIVERY TIMES:

Mon – Thursday 8.30 am to 4.30 pm
Friday 8.30 am to 3.00 pm

DELIVERY DEADLINES:

Thursday 3pm for the following week's delivery

MAXIMUM WEIGHT INDIVIDUAL PACKAGES:

One parcel/package 12Kg

IDENTIFICATION/PACKAGING:

Boxes/packaging to be clearly marked with content and quantity, clearly identified with title of leaflet and preferably a copy of the leaflet attached to the exterior.

WE ALSO ACCEPT STOCK AT:

Stourbridge
Stourbridge News Office
Rear Entrance
St Johns House
St Johns Road
Stourbridge
DY8 1EH

Deadline of Thursday 2pm of the week prior to distribution.

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Contact Details



LEAFLET AND DISTRIBUTION MANAGER

Peter Whittall

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LEAFLET SALES EXECUTIVES

Gareth Hodgetts

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DISTRIBUTION

Linda Davies

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Lynne Wilson

T: 01384 358066

E: lynne.wilson@midlands.newsquest.co.uk



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Distribution Services



TERMS & CONDITIONS

1. DISTRIBUTION

1.1 Unless otherwise stated, distribution will normally take place with the specialist publication, to the individual addresses, which usually receive that publication within the area on the date(s) scheduled. This does not necessarily imply 100% penetration of all the addresses within the area.

1.2 Whilst every effort will be made to meet the agreed schedule the company reserves the right to vary both the method and timing of the distribution.

1.3 The stated distribution objectives and overall quantity distributed are subject to a variance of up to 5% within the terms and conditions of the contract.

1.4 Where targeting facilities are provided to postcode/geographical area or house types, this is based on the predominance of these categories within a particular round.

2. SUPPLIES

2.1 In the event of a delay or error in the quantity of items supplied, distribution will be carried out at the earliest subsequent opportunity. The company will advise the client as early as possible of any delays or incidence of short/over supply.

2.2 Unless otherwise agreed, supplies should be received at least seven days prior to the date of distribution.

2.3 All stock must be boxed in equal amounts and labelled clearly. Any stock arriving loose may be turned away.

2.4 Any stock left surplus from distributions will be disposed of within 90 days, unless stated otherwise by the client at the time of order. Items less than 1000 will be automatically discarded unless stated otherwise by the client.

3. CANCELLATION AND ALTERATIONS

3.1 At least seven days notice must be given for any cancellation or alteration to distribution arrangements of a standard distribution. At least fourteen days notice must apply in the case of 'solus' distributions. If this notice is not provided, the company reserves the right to recover any reasonable costs related to the planned distribution.

3.2 It is the customers responsibility to ensure the correct amount of leaflets are delivered to the warehouse/office. Any shortages will still be invoiced/charged for.

4. CONTENT

4.1 All orders are accepted subject to approval of the content of the item. The company reserves the right to cancel or refuse to accept any order in full or part, without giving an explanation. The company will not accept for delivery items that infringe the Code of Advertising Practice of British Code of Sales Promotion Practice and will be guided by the Advertising Standards Authority on such matters.

4.2 It is the responsibility of the printer and/or publisher of any item distributed to ensure that the legal requirements related to that item are met. In this context, it should be noted that it is a legal requirement that all newspapers, leaflets, supplements etc; intended for distribution shall contain the name and address of the printer. The company will have recourse to the client for any legal action taken against the company that directly relates to the form or content of the item distributed.

5. DISTRIBUTION QUERIES

5.1 In the event of any queries arising from the distribution, the company undertakes to investigate such queries, provided that they are reported within 5 days of distribution taking place and that sufficient information is made available. The results of any such investigations will be reported to the client within a reasonable time scale. Any relevant documentation will be made available for inspection by the client at the company's offices.

5.2 In the event of any localised shortfall in distribution being identified, this will be rectified and subsequent delivery will be considered as fulfilment of the contract. If this is practicable, the credit will be offered to the client in direct proportion to the identified shortfall in distribution. Under no circumstances will the company accept any liability in excess of the value of the distribution contract.

6. INSURANCE & INDEMNITY

6.1 The company indemnifies the client against any third part claims arising from the action of its staff or agents involved in the distribution.

6.2 Excluding all other liabilities, the company also undertakes to insure the clients material against all risks whilst it is in the company's possession. In the event that any or all of the material for distribution is damaged or destroyed whilst in the possession of the company or its agents. The company's liability is deemed to be strictly limited to the production costs of the material. The company accepts no liability for any form of consequential loss.

7. GENERAL

7.1. Unless otherwise stated, the price quoted applies only to the distribution of items on behalf of individual advertisers and or businesses whom are promoting their own goods, services, functions etc; via material specifically printed on their behalf.

7.2 These terms and conditions are the basis on which the distribution contract overleaf is accepted and where any conflict may arise will be deemed to override any other Terms & Conditions related to this contract.