

# strathaven echoes

Avondale's only local newspaper

## ***End of one era and new beginnings....***

Strathaven Echoes is undergoing a facelift following ownership of our local newspaper will be taken over by local residents and new editors Les Hoggan and Lucy Dawson in December 2016.

## ***Who are we?***

As self-employed small business owners both Les and Lucy know exactly the challenges involved in running a business in a rural town and are committed to ensuring that your local paper supports and encourages local businesses as much as possible.

## ***Tell us about the 'new look' Echoes – what can we expect?***

The Echoes will continue to be printed fortnightly, right here in Strathaven, but will be bigger and better

- 4 colour pages including the front and back covers, plus 20 black and white.
- Increased content with more news, features and sports
- Colour pull out sections for special events
- Community news pages for Strathaven, Stonehouse, Glassford, Sandford, Drumclog and Gilmourton
- Updates on what the many groups in the town are up to, including events, festivals
- Regular features on your local businesses
- School's pages – a round-up of what our school pupils are up to, both at the Academy and in our primary schools
- Out and About – local walks or cycles and news from the great outdoors
- What's on in the next fortnight and dates for your diary
- Situations vacant and notices
- Letters to the editor
- Council and Community Council News
- Reader's photograph of the fortnight
- Travel column

## ***Why advertise with us?***

- **REACH A TARGETED LOCAL AUDIENCE** - The Echoes is THE only local newspaper in Avondale and has a dedicated readership built up over 27 years.
- **REACH A WIDER AUDIENCE** - We have plans to increase the circulation by selling in Stonehouse and in more outlets throughout Avondale.
- **AFFORDABILITY** – better content, better printing quality, but still at the same affordable advertising rates which means you can afford for your business to get the best advertising in more issues throughout the year.

- NEW INTERACTIVE WEBSITE – Our new website will be fully featured and offers the potential for your adverts to be seen on a regular basis outwith the paper itself and so potentially reach a wider audience. We will be actively promoting the website through Facebook and Twitter.

**Advertising rates** (all rates are EXCLUSIVE of VAT at standard rate 20%)

	Colour	Black and White	
<b>Full Page</b>	£300	£260	19cm x 26cm
<b>Half Page</b>	£160	£140	19cm x 13cm
<b>Third Page</b>	£95	£85	Half page height, two columns 13cm x 13cm
<b>Sixth Page</b>	£60	£50	Quarter page height (Landscape), two columns or half page height, one column (Portrait) 13cm x 6.5cm
<b>Twelfth Page</b>	£35	£30	Quarter page height, one column 6cm x 6.5cm

Please see the page below for indicative sizes of adverts.

**At your service** - £10.00 BUY 12 ISSUES GET 1 FREE (That's a full year's advertising for just £240)

**Online Advertising** - In addition if you wish your advert to appear on the Strathaven Echoes website this will be charged at a flat rate of £15 per month plus VAT presuming you also have an advert in the Echoes. There is also a premium online option to appear on the header on each page. All online adverts will include a link from the advert directly to your website.

**Advertorial Feature** - If you would like to feature in a sponsored business advertorial then please get in touch to discuss rates. For a full page our rate is £150 plus VAT and for a half page, £99 plus VAT.

**Design Service** – We can design your advert for you for a one-off charge of £15. You retain full copyright and will have full use of the developed advert for other purposes.

### **Contact Details**

#### **You can contact us at the following email addresses**

**News** - [news@strathavenechoes.com](mailto:news@strathavenechoes.com)

**Notices** - [notices@strathavenechoes.com](mailto:notices@strathavenechoes.com)

**Adverts** - [adverts@strathavenechoes.com](mailto:adverts@strathavenechoes.com)

**Accounts** - [accounts@strathavenechoes.com](mailto:accounts@strathavenechoes.com)

**Editor** - [editor@strathavenechoes.com](mailto:editor@strathavenechoes.com)

**Lucy** - [lucy.dawson@strathavenechoes.com](mailto:lucy.dawson@strathavenechoes.com)

**Les** - [Les.hoggan@strathavenechoes.com](mailto:Les.hoggan@strathavenechoes.com)

**For general feedback and ideas on what you would like to see in the paper, please get in touch at [feedback@strathavenechoes.com](mailto:feedback@strathavenechoes.com)**

**Or phone us. Lucy Dawson on 07771618111 or Les Hoggan on 07557234124**

Many thanks for your support and we look forward to working with you and your business to ensure you get the most from your local paper.

***Owners and Editors: Lucy Dawson and Les Hoggan***

<p><b>Sixth page</b></p> <p><b>6.5cm by 13cm</b></p>	<p><b>Sixth page</b></p> <p><b>13cm by 6.5cm</b></p>
	<p><b>Notice</b></p> <p><b>6cm by 5cm</b></p>
<p><b>Twelfth page</b></p> <p><b>6.5cm by 6.5cm</b></p>	<p><b>Third page</b></p> <p><b>13cm by 13cm</b></p>
<p><b>At Your Service</b></p> <p><b>6cm by 3.2cm</b></p>	

## **Publication Dates 2017**

The deadline for adverts and content will be the Friday immediately prior to publication

**07 December 2016**

**21 December 2016**

**18 January 2017**

**01 February 2017**

**15 February 2017**

**01 March 2017**

**15 March 2017**

**29 March 2017**

**12 April 2017**

**26 April 2017**

**10 May 2017**

**24 May 2017**

**07 June 2017**

**21 June 2017**

**05 July 2017**

**19 July 2017**

**02 August 2017**

**16 August 2017**

**30 August 2017**

**13 September 2017**

**27 September 2017**

**11 October 2017**

**25 October 2017**

**08 November 2017**

**22 November 2017**

**06 December 2017**

**20 December 2017**