

COMMITTEE: FINANCE, POLICY & RESOURCES

DATE: 28 FEBRUARY 2011

PURPOSE: To review and agree increased advertising rates for the Town Council's quarterly newsletter

BACKGROUND:

At the Finance, Policy & Resources Committee meeting held on 30th November 2009 (FPR/09/3/209), members unanimously supported a proposal to introduce paid advertising in to the Town Council Residents' Newsletter with the aim of making it self-financing, and it was resolved at that meeting to recommend exploring the possibility of offering paid advertising space in the Residents' Newsletter.

The 2010/11 Newsletter net budget was therefore set at £3,000 (£5,000 printing and distribution expenditure less £2,000 income from paid advertising). It was further resolved (FPR/09/4/291) to restrict advertising space sold to no more than 25% of each quarterly publication.

The final Newsletter for the financial year is in the process of being published and members may wish to note that the income from paid advertising is likely to fall short of the expected £2,000 by £100, and the predicted expenditure will be £5,300. This will result in an overspend of £400.

The budget set for 2011/12 mirrors this financial year and it is envisaged that printing and delivery costs will rise and the income remain static.

RECOMMENDATION:

To reduce this gap, it is recommended that Newsletter advertising rates increase by 20%, resulting in the new rates outlined below. Based on the current financial year, this should ensure that next year's net budget of £3,000 will be achieved if all available advertising space is purchased (25% of each quarterly edition).

	Current Rate – One edition	From 01.04.11	Current Rate – One year (4)	From 01.04.11
<i>1/16 Page 44mm (W) x 62mm (H)</i>	£35.00 (+VAT)	£42.00 (+VAT)	£134.00 (+VAT)	£151.00 (+VAT)
<i>1/8 Page 92mm (W) x 62mm (H)</i>	£65.00 (+VAT)	£78.00 (+VAT)	£234.00 (+VAT)	£280.00 (+VAT)
<i>1/4 Page 92mm (W) x 128mm (H)</i>	£115.00 (+VAT)	£138.00 (+VAT)	£414.00 (+VAT)	£496.00 (+VAT)