

Dear Prospective Advertiser:

Would you like to advertise in the Dry Drayton Newsletter in 2021?

This much-valued source of village and local information is produced by the Dry Drayton School & Village Association (registered charity 269765). We print over 330 copies of each edition and they are delivered direct to every household in the village and to families of all the children at the school (including those from outside the village). Copies of it are also placed in public areas such as the pub, village hall and church.

As well as information about local events and happenings, it also carries advertising from local businesses like yours. We thank our advertisers most warmly for their support as it helps us offset the printing costs and thus enables us to use our funds to support school projects – for example, buying books for the library – and village activities.

The Newsletter is A4 and printed in black and white. It is published 10 times a year (i.e. every month except August and January) and delivered at the start of the month. The first issue of 2021 is in February.

The 2021 rates (unchanged from 2020) for 10 issues are set out below and represent almost 20% discount if booked now. We may at our discretion consider bookings for shorter periods, in which case reduced discounts are likely to apply. For 2021, the prices are as follows:

Size (approx. cm)    Cost for full year advertiser

¼ page (12 x 8.5)    £118

½ page (12 x 17)    £175

If you would like to go ahead with an advertisement please let me know by the 20<sup>th</sup> of the month preceding the first edition you want to be included in. This is to meet the print deadline for that edition and to allow time to format your advert. If you need assistance updating or designing your advert, our editorial team can help.

Please pay direct to: Bank: NatWest. Payee: Dry Drayton School & Village Association. Sort Code 60-04-23; Account No. 24182273. Alternatively, send a cheque payable to the “Dry Drayton School & Village Association” to: Roger Swain, Treasurer DDSVA, 4 Bakers Field, Dry Drayton, Cambridge, CB23 8EG.

Please note: by placing an advert you accept that the editor and the Dry Drayton School & Village Association are entitled to exercise their discretion not to include any advert which they believe is of an inappropriate or offensive nature and that the sizing given is approximate and depends on final editorial formatting. You also agree that the Newsletter and advertisements contained in it may be placed on the village website in whole or part and circulated as described above.

With best wishes,

Roger Swain, Treasurer, Dry Drayton School & Village Association.

Email: [swainrog@aol.com](mailto:swainrog@aol.com)