

the local
Oracle

ADVERTISING INFORMATION

THE NUMBER ONE

MONTHLY GUIDE TO LOCAL SERVICES IN AND AROUND

KINGS HILL & WEST MALLING EDITION

ADDINGTON, BIRLING, EAST MALLING, HALLING, HOLBOROUGH,
LARKFIRLD, LEYBOURNE, MEREWORTH, OFFHAM, RYARSH,
SNODLAND, TROTTISCLIFFE & WATERINGBURY

PADDOCK WOOD & TONBRIDGE EDITION

HADLOW, EAST PECKHAM, FIVE OAK GREEN, MATFIELD

**ALLINGTON/AYLESFORD/BARMING/
DITTON EDITION**

The local Oracle is a monthly A5 directory providing low cost advertising directly to your customers' doors.

the local Oracle
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EDITIONS AND DISTRIBUTION

Editions of *the local Oracle* are currently distributed in the following areas:

Kings Hill, West Malling, Addington, Birling, East Malling, Halling, Holborough, Larkfield, Leybourne, Mereworth, Offham, Ryarsh, Snodland, Trottiscliffe & Watlington

Distribution: **15,000 copies per month**
Cut off date: 20th of the month
Date of Distribution: 1st - 8th of the month*

Paddock Wood, Tonbridge, Hadlow, East Peckham, Five Oak Green & Matfield

Distribution: **11,000 copies per month**
Cut off date: 25th of the month
Date of Distribution: 8th-16th of the month*

Allington, Aylesford, Barming & Ditton

Distribution: **10,000 copies per month**
Cut off date: 25th of the month
Date of Distribution: 8th-16th of the month*

* Indication of delivery (see terms)

LAYOUT/CATEGORIES

The core section of each booklet is set out in categories making it easy for services/businesses to be identified. All advertisers are shown under the 'Standard Advert' columns in a set format. We will always try to accommodate your required category but we reserve the right to change categories if necessary. We aim to limit each specific category to eight similar adverts (based on 10,000 distribution).

If you wish to design your own colour advert, you may place a quarter, half or full page advert. All artwork should be supplied via email as a pdf, or jpg file (300dpi). When placing a quarter, half or full page advert a standard advert will automatically be included. If you require help producing your advert there may be an additional charge which will be quoted separately.

LEAFLETS

A maximum of three leaflets may be delivered with *the local Oracle* each month. Leaflets must be no larger than A5 (although may be folded). Leaflets will only be included from current advertisers. Advertisers may choose their approximate areas of distribution.

EVENTS

Events may be placed free of charge in *the local Oracle*. We reserve the right to limit events shown if numbers necessitate.

WEBSITE

A copy of the local Oracle is placed on our website at no extra cost to you. Links are available, were applicable, to your email and website addresses.

TERMS

- All standard adverts will appear in the format stipulated by *the local Oracle*.
- Any changes to adverts must be received by the appropriate cut off date to guarantee changes required.
- Whilst *the local Oracle* takes every care to be accurate in the details published, no adjustment in payment will be made if an error or inaccuracy does not materially affect the advertisement.
- All new advertisers will be required to return a completed signed registration form and their payment by the appropriate cut off date.
- If an agreement has been made for an invoice to be issued, payment must be made prior to the next month's issue or your advert may be removed or a 20% surcharge incurred.
- When placing two or more adverts in the same month (either in the same edition or in a different area edition), a 10% discount will apply for the second advert and 15% discount for the third and any subsequent adverts. When placing varying sized adverts, the largest advert will be charged at the first advert rate.
- Leaflet distribution can be booked in advance. Leaflets should be ready for delivery at least 2 days prior to the distribution date shown.
- Where indicated, standing orders will be available. Two months payment will be required as an initial installment and the standing order will begin from the 2nd month. Payments will be deducted prior to cut off (see back page for terms).
- Although every attempt will be made to deliver each issue during the period shown, *the local Oracle* cannot guarantee all deliveries will take place within this time.
- VAT at 20% should be added to all advertising rates.

In placing an advert in *the local Oracle*, you accept the terms and conditions above.

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STANDING ORDER TERMS & CONDITIONS

Standing Orders should be paid over the first 9 months of the advert leaving 3 months 'free advertising' at the end of the period.

Two months' payment is required with the registration form. A standing order form will then be sent to you and this should be **returned to your bank** asap. The payments will be equally split over the next 8 months. Your second advert will be included once your standing order has been activated. If you are delayed in setting up the payment, you will be required to pay an additional amount up front. If we have not received this amount by the end of your advertising, you will forfeit one of your 'free months' adverts.

For example: Payments for a 12mths Standard Advert

January	Sign Up	£46.00 + Vat
February	Standing Order	£28.75 + Vat
March	Standing Order	£28.75 + Vat
April	Standing Order	£28.75 + Vat
May	Standing Order	£28.75 + Vat
June	Standing Order	£28.75 + Vat
July	Standing Order	£28.75 + Vat
August	Standing Order	£28.75 + Vat
September	Standing Order	£28.75 + Vat
October	No Payment	
November	No Payment	
December	No Payment	

You will be contractually bound to pay all the standing order payments. However, if you do default on your payment, your advert will be removed from the publication.

In taking out a Standing Order, you agree to these terms and conditions.