

Private advertisers' rate card

Living Well In Your Community

Your West Sussex Care Guide 2021/22

Dear Proprietor,

Buzzword Creative, in partnership with West Sussex County Council, are delighted to be starting work on the 2021/22 West Sussex Care Guide, due for distribution in June 2021.

Due to the Covid-19 pandemic no Guide was published in 2020, so we are excited to say it's back for 2021 with a brand new look and title.

Living Well In Your Community – Your West Sussex Care Guide

The new look Guide's aim is to provide information on supporting the public to live well in West Sussex, with more focus on community-based care and preventative services.

As before, WSCC will be printing 12,500 copies to be distributed free of charge to Adults' Services Offices, Hospitals, GP Surgeries, Public Libraries and a range of voluntary organisations. The general public can request copies from these locations or order a copy direct from WSCC.

As in previous years we are pleased to offer an early booking discount for bookings received by 31st December 2020. Advertising spaces are limited, so take advantage of this and book early to avoid disappointment.

If you would like to advertise in the 2021/22 edition, please complete and return the attached booking form by email or post, with all relevant files for your advertisement. We will send you a proof of your advertisement in due course, which you'll need to check thoroughly and sign-off by return email.

Technical specifications and advice on how to supply text and photographs can be found on the following page. No advertisement can be featured without the advertiser's sign-off and payment must be made prior to publication.

If you have any questions about advertising please do not hesitate to contact our team.

We look forward to hearing from you.

Best regards,



Adam Smith
Project Director

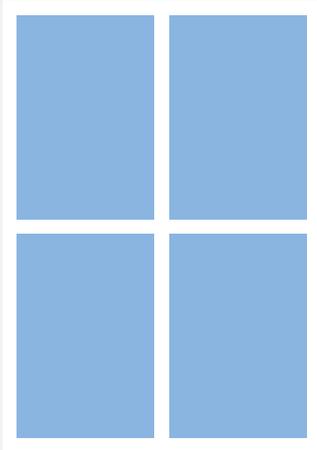


buzzword

Advertising rates and sizes

Quarter page

W 87 mm x H 127 mm



Standard rate

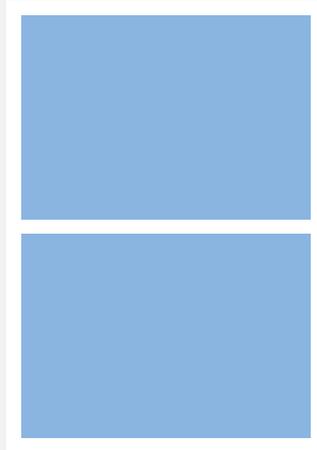
£295 (excl VAT)

Early booking rate*

£275 (excl VAT)

Half page

W 179 mm x H 127 mm



Standard rate

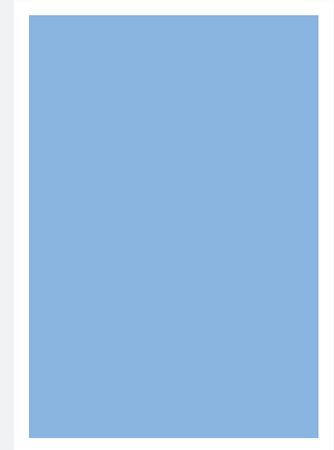
£495 (excl VAT)

Early booking rate*

£470 (excl VAT)

Full page

W 179 mm x H 259 mm



Standard rate

£980 (excl VAT)

Early booking rate*

£935 (excl VAT)

*Bookings must be received by 31 December 2020 to qualify for the discount rate

Production schedule



Terms & conditions of advertising

Please read before booking your advertisement

- 1.0 West Sussex County Council have final approval on the choice and content of advertisements appearing in the Guide. All advertisements placed in the Guide are subject to West Sussex County Council's final consent and should any problems arise regarding an advertisement's inclusion in the publication, this will be dealt with directly by a Council Officer and not the agency.
- 2.0 No discounts or preferential treatment can be given to any individual Advertiser unless otherwise agreed by West Sussex County Council.
- 3.0 Buzzword Creative reserve the right to allocate your advertisement in the pages available and no specific page or place can be guaranteed, although every endeavour will be made to place your advertisement to the best advantage.
- 4.0 Due to the limited number of pages all advertisements are treated on a 'first come, first served' basis. No advertisement can be featured without a completed order form and a signed-off proof.
- 5.0 A proof of every advertisement will be sent to the Advertiser who will be responsible for checking and if necessary correcting the proof and returning it to Buzzword Creative within the time allowed for this purpose. No liability can be accepted by Buzzword Creative for any error whatsoever in an advertisement.
- 6.0 Any alterations to copy should be printed clearly to avoid any confusion.
- 7.0 Amendments made to advertisements AFTER OFFICIAL SIGN-OFF will incur additional costs to the Advertiser.
- 8.0 If accidentally or otherwise an advertisement is omitted from the publication neither Buzzword Creative nor the Council shall be under any liability, other than to make a refund of the advertisement charge, or part thereof.
- 9.0 Buzzword Creative with guidance from WSCC reserves the right to reject any particular 'copy' or layout or to decline any application for space in the publication at any time.
- 10.0 Cancellation Policy: from the receipt of confirmation of your booking until the end of March 2021, all cancellations must be confirmed in writing and will be subject to a cancellation fee of 50% of the full booking rate. All cancellations thereafter, up until the date of going to press in June 2021, will be subject to a cancellation fee of 80% of the full booking rate.

Technical specifications

Supplying print-ready files

We can only accept professionally-produced advertisements in high resolution print-ready PDF format.

- Ensure your PDF is the correct size (see 'Advertising rates and sizes' on the previous page for dimensions)
- All colours and images must be converted to CMYK
- Files must be clearly labelled as follows:
WSSC (name of care home or company)

Bespoke advertisement design

If you would like a bespoke advertisement designed, please contact Paula Miller at Buzzword Creative for a quotation and to discuss your requirements.

Telephone: **01243 792146**

Email: **paula@buzzwordcreative.co.uk**

www.buzzwordcreative.co.uk

House style advertisements

We also offer a 'house style' advertisement if required, at no extra charge, in the style shown below. If you require a house style advertisement, please follow the instructions below.

Supplying text

Your text should include:

- The care home name, address and all contact details
- A short description of the care home/services you provide.
- Text must be saved as a Microsoft Word file

Word count

The permitted word count for your description is:

Quarter page	Maximum 70 words
Half page	Maximum 90 words
Full page	Maximum 260 words

Supplying pictures

- Ensure the picture of your care home is good quality and high resolution. Set your digital camera to the highest setting. Scanned images must be 300 pixels/inch resolution.
- Save files in TIFF or JPEG format
- Alternatively you may send us a large good-quality photograph or illustration which we will scan for you.

Including your logo

The house style advertisement can be adapted to include your care home or business logo **at an additional cost of £85.00.**

- Logo files must be supplied in TIFF, JPEG or Adobe Illustrator format
- TIFF and JPEG files must be 300 pixels/inch resolution

House style quarter page

Redlands Lodge

CARE HOME



Redlands Lodge is a dual registered care home for the elderly and elderly with dementia. We specialise in meeting our residents' needs within a caring and supportive environment.

The home comprises 35 single rooms, each with en-suite facilities. All care needs are delivered by trained care staff. Residents can meet together in communal rooms and well maintained grounds.

43 Glenbury Road, Hassocks, BG4 9GH
Tel: 01327 348 481
www.redlands-lodge.co.uk

House style half page

Hazelwood Hall Nursing Home



Hazelwood Hall is a spacious detached property with secluded gardens, located close to the seafront and within easy walking distance of the local village.

We provide 24-hour care and support in 18 single en-suite light and airy rooms, with a large period lounge with conservatory and secluded sunny patio and extensive, well-maintained gardens.

Quality, fresh, seasonal home cooking is beautifully presented by professional chefs served in our spacious and well-appointed dining room.

The home focuses on the residents' quality of life, ensuring they lead active, independent lives and feel valued, respected and involved at all times. We are fully registered with the National Care Association and the Care Quality Commission.

Old Shorefront Road, Northwick, Brighton, BN17 5PL
Tel: 01237 630415
Email: admin@hazelwoodhall.uk.com
www.hazelwoodhall.uk.com

Booking form – private advertisers

Please complete in block capitals:

Care home/agency

Contact name

Address

Postcode

Telephone

Mobile

Email

Size of advertisement

Quarter page

Half page

Full page

Repeat or new advertisement

Repeat from 2019 with no changes

I advertised in the previous Guide and wish to repeat my advertisement with no changes.

Repeat from 2019 with amendments

I advertised in the previous Guide and wish to repeat my advertisement with the following changes:

New 'house style' advertisement

I would like a new advertisement in the house style. I understand I need to send a photograph and text to Buzzword Creative by 5 April 2021.

Care home/company logo

I also wish to include my care home/company logo on the 'house style' ad for an additional fee of £85.00

I am supplying my own advertisement file

I will be supplying a new advertisement in print-ready PDF format. I understand I must supply PDF files to Buzzword Creative by 5 April 2021.

Payment details

See page 2 for advertising rates and early booking discount offer

Order total: £ (excl VAT)

Buzzword Creative will issue you with an invoice upon receipt of your booking.

Please note: due to the current Covid-19 pandemic the preferred method of payment is bank transfer

BACS

Bank: HSBC

Account no: 31617095

Sort code: 40-25-03

Cheque (please only pay by cheque if bank transfer is not possible)

Please make cheques payable to Buzzword Creative

Please note: Payment terms are 14 days from receipt of invoice

Please complete in block capitals:

Name

Date

Signature

Please email your completed booking form to:
paula@buzzwordcreative.co.uk

Alternatively print out the form and post to:
**Buzzword Creative, 146 St Pancras,
Chichester, West Sussex PO19 7SH**

Please see full terms & conditions of advertising on page 2.



buzzword

OFFICE USE ONLY

Date received:

Amount received: