

Protocol for Bartonian Magazine

1. Description

- ✓ The Bartonian Magazine is free A4 size information publication containing articles of local interest to the residents of Barton which have been submitted by local, professional and commercial bodies. The magazine will be subsidised by Barton Town Council and advertising charges applied for adverts submitted.

2. Frequency

- ✓ The Bartonian will be published three times annually in the months of April, July and November.

3. Copies

- ✓ The current publication run is 5,900 copies distributed as follows
 - 5,400 copies delivered to all Barton residential properties.
 - 450 copies distributed by Waters' Edge
 - 50 copies retained for allocation at the town council office.

Any increase in numbers to be reviewed annually by the Bartonian Working Party.

4. Pages

- ✓ The magazine will consist of a maximum of 32 pages with any increase in numbers to be authorised by the Bartonian Working Party.

5. Submission of articles and costs.

- ✓ All items for inclusion in magazine will be submitted and received at the Barton Council Office, Queen Street, Barton by 1st day of the months of March, June and October before the next magazine is due.
- ✓ Lack of planning on the part of an individual does not make it another's emergency
- ✓ Articles for inclusion will be treated on a first come first served basis.
- ✓ No space can be reserved in advance prior to sending articles.
- ✓ Local charities and organisations will be given half a page free of charge, and then charged current rate for additional article.
- ✓ Professional/commercial bodies will be charged the current advertising rate.

6. Cost of placing colour or black & white advert in magazine is as follows

Full page (185mm x 265mm)	£165
Half page (185mm x 130mm)	£88
1/3 page (185mm x 90mm)	£55
¼ page (90mm x 130mm)	£44
1/8 page (90mm x 65mm)	£33

- ✓ Advertising costs will be reviewed each November by Bartonian Working Party.

7. Layout

- ✓ The layout of the magazine will be decided by the Editor.

8. Proof Checking

- ✓ Nominated Barton Councillors will be responsible for proof reading of Bartonian Magazine prior to publication.

12 January 2017