

THE RATION BOOK™



MEDIA PACK 2009

Taking its name and idea from a time when people had to budget and make every penny count, JAM Media's 21st century interpretation of the *Ration Book* will offer the local consumer a range of money saving offers, discounts and promotions to help them make the most of what Tunbridge Wells has to offer.

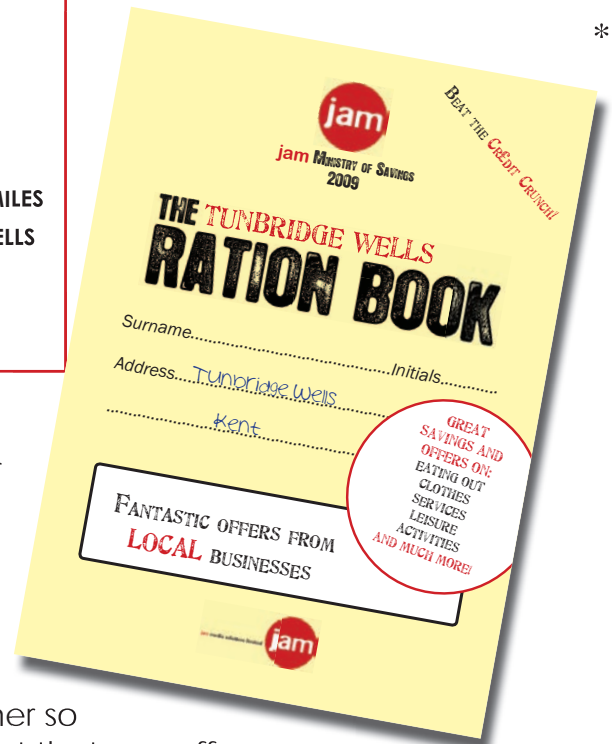
AT A GLANCE

- 32,000+ COPIES
- ROYAL MAIL DELIVERY
- EVERY ADDRESS WITHIN 3 MILES OF CENTRAL TUNBRIDGE WELLS
- COST FROM £200
- A6 POCKET SIZED

The first issue of the *Ration Book* will be posted by your local Royal Mail postman at the start of the summer holidays. With this guaranteed delivery method and the unique nature of the 64 page A6, pocket sized publication, our research indicates that the retention rates will be very high.

We recommend that adverts include a tear off voucher so you can monitor precise response rates and also suggest that you offer a discount or free offer to entice readers to visit you in person – It's then up to you.

With every address within 3 miles of central Tunbridge Wells (over 32,000 letterboxes) receiving a copy, the *Ration Book* offers a fantastic circulation in the locality and we believe one that cannot be matched by any other method of advertising locally.



ADVERTISEMENT SIZES AND RATE CARD

Colour page (½ page advert with ½ page coupon/voucher on reverse)	£250
Inside Front Cover (full colour page)	£450
Inside Back Cover (full colour page)	£450
Outside Back Cover (full colour page)	£550

We are offering our own discount, a **reduction of £50** if you pay within 7 days of ordering.

Space is available strictly on a 1st come 1st served basis so please call us today to book your spot.

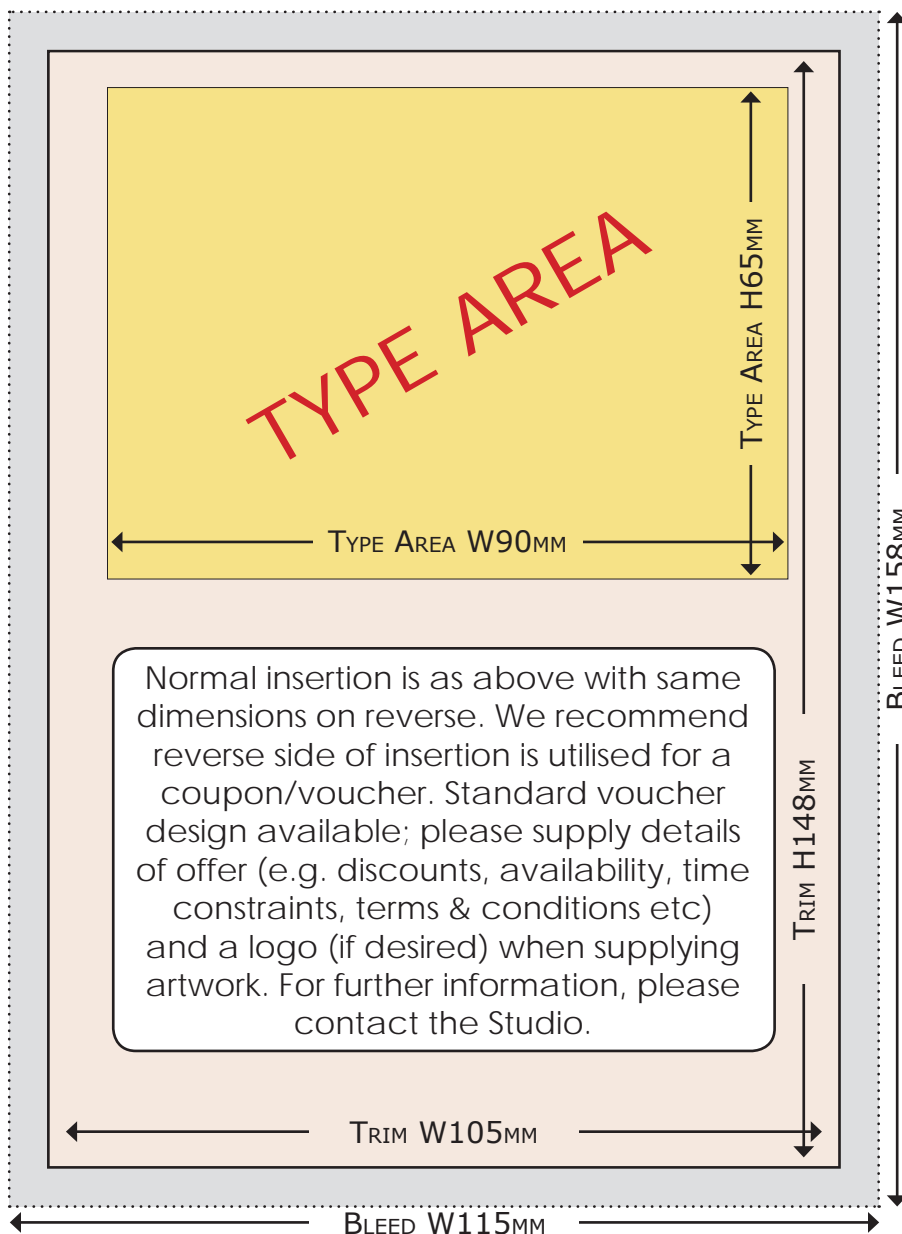


CONTACT

Tel: 01732 227 884

email: RationBook@Jam-media.com

* Design subject to change



Scale: 100% when printed on standard A4 size

ADVERTISEMENT SIZES

Colour page (½ page advert with ½ page coupon/voucher on reverse): Each element (both advert and coupon/voucher) to be 65mm x 90mm

Inside Front Cover, Inside Back Cover & Outside Back Cover (full colour page): 148mm x 105mm, please add 5mm bleed (158 x 115mm). To discuss exact details, please discuss requirements with the Studio upon ordering.

ARTWORK

Acceptable formats are TIFF, high quality or press ready PDF with fonts embedded at a minimum resolution of 300dpi, CMYK and sized to the correct dimension of the advert.

Other formats may be accepted but we can give no quality guarantee. Basic advertisement setting (i.e. text with logo) can be done at no extra charge but the logo supplied must be of sufficient quality. Please contact the Studio for further information: **01732 227 884** or **Studio@Jam-media.com**

jam media solutions limited



FOR SALES OR STUDIO CONTACT

Tel: 01732 227 884

email: RationBook@Jam-media.com