



# Ludlow Dog Day

Sunday 22nd July 2018



## Programme Adverts

Ludlow Dog Day 2018 on July 22<sup>nd</sup> is expected to attract over 3000 people and represents an excellent opportunity for local businesses to advertise their products and services, in particular, the Dog Day programme provides a cost effective means for businesses to have their advertisements read by people on the day and later when they get home.

The Programme will be a simple but professional colour, black & white, A5 brochure with all the information needed by visitors to the event, plus listings of all the participants and sponsors as a guide for the day and to refer to afterwards. All entrants to Dog Day will be issued free of charge on entry. So, we invite you to advertise in the Programme and the cost details are as follows:

Locations	Colour	Black & White
<b>Primary</b>	Colour only	
Inside front page	£210.00 - Sold	
Facing second page	£210.00 - Sold	
Back page	£265.00 - Sold	
Inside back page	£195.00	
<b>Other Pages</b>		
Full page	£130.00	£110.00
Half Page	£70.00	£60.00
Quarter Page	£35.00	£25.00

Adverts are required in JPEG format. Full page adverts must be in "Portrait" (size 5" x 7.5 "). Half page adverts must be in Landscape format (size 5" x 3") and quarter page adverts can be either "Landscape" (size 5" x 1.75") or "Portrait" (size 2.375" x 3.75"). In addition we can scale files to size and convert colour into grey scales if needs be.

**Closing Date** –All replies and advert files should be sent by June 18<sup>th</sup> via email to Alistair Thornley at [programme@ludlowdogday.org.uk](mailto:programme@ludlowdogday.org.uk)

**Payment** – On receipt of your confirmation of order an invoice will be emailed to you and payment will be due by June 18<sup>th</sup> 2018. Non payment will result in the advert being withdrawn.

**Discount Vouchers** - If you would like your advert to be in the form of a discount voucher, either a % off next purchase or a cash sum, please have your artwork is suitably marked up.





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## The Chosen Charities

The money raised by Ludlow Dog Day will be distributed among the four chosen charities, Hope House Hospice, St Michael's Hospice Herefordshire, The Shrewsbury branch of Guide Dogs for the Blind and Ludlow Rotary Cares.



Ludlow Rotary Cares us an annual small grants scheme that over the last 3 years has distributed some £16,000 in grants of up to £500 to over 30 Community organisations and charities with 15 miles of Ludlow. For more detail about Ludlow Rotary Care please visit our website [www.ludlowrotaryclub.org.uk](http://www.ludlowrotaryclub.org.uk) For more detail about Ludlow Dog Day 2018 please visit [www.ludlowdogday.org.uk](http://www.ludlowdogday.org.uk)

**Please support this charity event by advertising in the Programme**



Ludlow Rotary Club  
Registered Charity Number: 250736