

La Baguette

The Official Magazine of Parish of St Brelade



Rate card & information



2024

one of the 'greenest' magazines on the island

The unique, UV generation of Lithographic printing is only available at Mailmate in the Channel Islands. The ultraviolet light instant drying and curing reduces the ink usage by 20% and eliminates the use of harmful chemicals. Organic ingredients including Soy and Vegetable oil are used in the production of the inks Mailmate use.

The process is Eco friendly and reduces CO² emissions. This ground breaking printing is greener for our environment. Mailmate has balanced through World Land Trust the equivalent of 2,277kg of carbon dioxide, this will allow the Trust to protect 1,594m² of critically threatened rain forest.

ALL of the printing materials come from sustainable resources and use little or no chemicals in their production. ALL of the printing materials are 100% biodegradable and recyclable.



**For more information contact Daniella Laffoley dani@mailmateprint.com
or Neil Faudemer neil@mailmateprint.com or call 01534 493300**

General information

La Baguette is produced as an A4 magazine with at least 16 full colour pages with the option of increasing by increments of 4 pages if important events, news items and advertising demands it.

Mailmate in conjunction with Tony Bellows as Editor on behalf of the Parish of St Brelade will undertake the production/artwork and printing of the parish magazine and commits to this undertaking for 2024 in accordance with the agreed schedules shown here.

Format: At least 16pp portrait, full colour process colour throughout

Finished size: 297mm high x 210mm wide

Printing: UV dried Offset sheet-fed lithographic

Print Run: 4,600 copies

Distribution: Jersey Post (bulk mail/HDS) to all domestic addresses in Parish of St. Brelade, plus pick up points at: St. Brelades Parish Hall, St. Aubin. Communicare at Les Quennevais and the Parish Church in St Brelades Bay

Inserts: In compliance with St Brelades Parish policy to reduce our carbon footprint no insert service is available for La Baguette due to the plastic polybags used in this process

2024 Printing schedules

Easter Edition 2024 - Number 66

Copy deadline: Wednesday 6 March

Advert deadline: Thursday 7 March

Print: Monday 11 March

Distribution: Week commencing Monday 18 March

Autumn Edition 2024 - Number 68

Copy deadline: Wednesday 04 Sept

Advert deadline: Thursday 05 Sept

Print: Monday 09 Sept

Distribution: Week commencing Monday 16 Sept

Summer Edition 2024 - Number 67

Copy deadline: Wednesday 12 June

Advert deadline: Thursday 13 June

Print: Monday 17 June

Distribution: Week commencing Monday 24 June

Christmas Edition 2024 - Number 69

Copy deadline: Wednesday 6 November

Advert deadline: Thursday 7 November

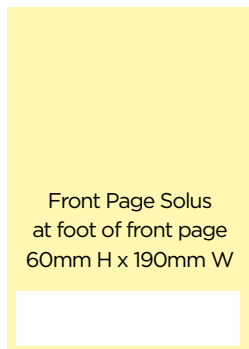
Print: Monday 11 November

Distribution: Week commencing Monday 18 November

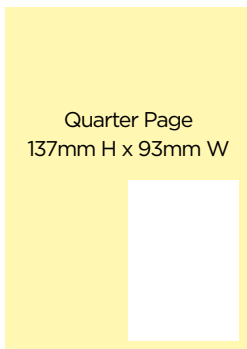
For more information contact Daniella Laffoley dani@mailmateprint.com or Neil Faudemer neil@mailmateprint.com or call 01534 493300

Advertising sizes & Pricing

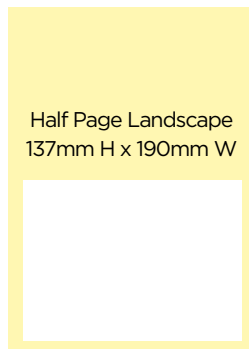
Front Page Solus



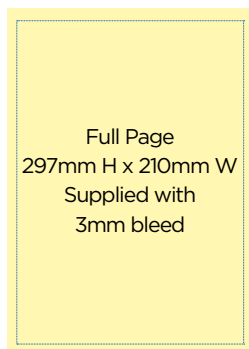
Quarter Page



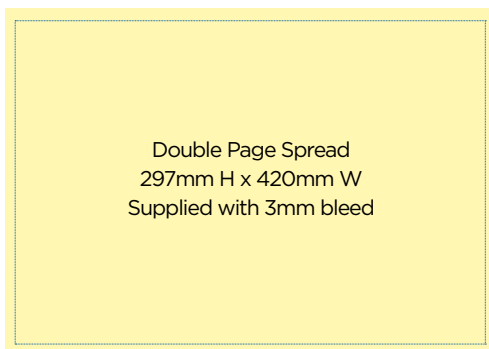
Half Page Landscape



Full Page



Double Page Spread



Front Page Solus:

60mm H x 190mm W

£380

Quarter Page:

137mm H x 93mm W

£280

Half Page Landscape:

137mm H x 190mm W

£480

Full Page:

297mm H x 210mm W

£780

Back Page:

297mm H x 210mm W

£950

Double Page Spread:

297mm H x 420mm W

£1,200

• Please note GST will be added to all invoices and is not included on these rate card tariffs

Artwork services & Technical data

If an advertiser requires artwork to be produced for publication, please contact us and we can give you advice, details and a quotation on creation.

All artwork should be supplied as print ready: CMYK, 300dpi with all fonts converted to outlines.

Full page and double page spread artwork should be supplied with 3mm bleed and trim marks.

Full page with bleed 303mm H x 216mm W, Double Page Spread 303mm H x 426mm W

• Artwork should be emailed to studio@mailmateprint.com

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or Neil Faudemer neil@mailmateprint.com or call 01534 493300**

Terms and conditions

La Baguette (hereinafter referred to as 'The Publisher') will only accept advertisements for publication on the following conditions:

The Publisher does not accept liability for any loss or consequence caused by:

- (i) an error, inaccuracy or omission in a supplied advertisement;
- (ii) any failure to publish an advertisement on the date or dates as advised in publishing schedules.
- (iii) commercial damage alleged to have arisen through a delay in publishing, or failure to publish due to insufficient revenues received to offset production and/or distribution costs or in circumstances beyond our control.

All advertisements and submitted articles are accepted subject to the contents being approved by The Publisher. The Publisher further reserves the right to refuse any advertisement, even though provisionally accepted and prepaid, in circumstances where it is brought to the attention of The Publisher, that:

- (i) The content of such advertising contravenes any laws or breaches recognised standards of public decency or laws related to discrimination
- (ii) Artwork supplied that is not of a professional standard or inappropriately formatted for translating into print reproduction
- (iii) Contains copyright material that has not been passed for publication In such circumstances The Publisher shall not make any refunds.

Notice of Cancellation

Cancellations are only permitted when made within 7 days following acceptance, and must be made in writing. Cancellations after the booking deadline date will be subject to a 50% charge, or if made after the copy date will result in 100% charge.

Proofs

Proofs will only be provided in circumstances where The Publisher is requested to provide a creative service or receives a specific request. Notwithstanding, The Publisher cannot accept any responsibility for any subsequent error, omission or inaccuracy passed in proof by the advertiser, or their agent.

Reproduction from client supplied artwork

The Publisher cannot accept any responsibility for poor colour reproduction where files and documents provided have not been correctly converted for CMYK separation. Files and graphics provided in

RGB format, or any other than CMYK may not colour separate correctly resulting in poor reproduction. The Publisher accepts no responsibility whatsoever for the quality of reproduction from artwork supplied by the client. It is the clients responsibility to ensure that the artwork submitted conforms with our requirements and meets the specifications outlined.

Please note: 'Proofs' generated from office printers do not use the same technology or methods as the lithographic printing process and therefore should not be relied upon as a guide to print quality.

Privacy policy

La Baguette is committed to protecting your privacy, and takes its responsibilities regarding the security of client information very seriously. This policy explains how we use client information and how we protect your privacy.

Use of client information:

We require certain information to allow us to process your booking. This includes your name, address, telephone number, and email address. This information allows us to process your booking and to send you confirmation of your booking and subsequent invoice by email or post. We ask for your telephone number so that we can contact you urgently if there is a problem with your booking.

Security to protect your information:

As required by the Jersey Data Protection Law and GDPR, we follow strict security procedures in the storage and disclosure of information that you have given us, to prevent unauthorised access. Our security procedures mean that we may occasionally request proof of identity before we are able to disclose sensitive information to you.

Disclosure to Third Parties

La Baguette does not sell, trade, or rent your personal information to others. We never disclose information about an advertiser to any other person or organisation without your consent unless we are legally required to do so.

La Baguette reserves the right to pass your information on to trustworthy third parties that we use for the provision of certain services, for example, outsourced artwork, or in the event of unpaid accounts, to a debt collection agency or legal practitioner. If you have any further questions about our privacy policy or its implementation, please contact La Baguette at the following address.

La Baguette: St. Brelade Parish Hall, La Neuve Route, St. Aubin, St. Brelade, Jersey JE3 8BS

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