

# MEDIA PACK 2020/2021



Delivered directly to over 3,000 homes in Sherburn-in-Elmet

Your NEW way to reach the residents of Sherburn-in-Elmet Village. There's an advertising option available for everyone no matter what the size your business, if you're a charity or community group or if you simply have something important to say.

**REPUTABLE DELIVERY THROUGH THE LETTERBOXES OF ALL HOMES IN SHERBURN-IN-ELMET**

**PROFESSIONALLY MANAGED BY AN EXPERIENCED TEAM**

**WIDE CHOICE OF ADVERTISING OPTIONS**

**EASY TO UNDERSTAND PRICING AND PROCESS**

**ARTWORK AND CONTENT CREATION SERVICE AVAILABLE**

**PROMOTE THE 'SHOP LOCAL' MESSAGE**

THE  
**RESIDENT**  
SHERBURN-IN-ELMET



## EDITORIAL & FEATURES

Whilst offering paid advertising space, we also want to balance each issue with interesting content. As such we will be publishing a series of features in every issue and will be covering local stories, events and supporting local businesses, charities and community groups with free editorial coverage.

All free editorial content will be on a first come first served basis at the editors discretion to ensure a good relevant mix of content to fill each issue.

Local charities and community groups will be given the opportunity to have information shared free of charge.

If you have a story, interesting content, photos or an article to share then please contact us to check availability as we cannot guarantee automatic inclusion.

All content should be sent to:  
[theresident@sherburninelmet.co.uk](mailto:theresident@sherburninelmet.co.uk)

### Approximate Word Count:

Full page (with images) 650 words

Half page (with image) 250 words

Small Column 100 words

## FEATURES

The content in each issue will change and will be seasonal. Here is a list of typical content.

**Events**  
**Whats On**  
**Food Guide**  
**Recipe**  
**Volunteer Focus**  
**Handmade Gift Ideas**  
**Craft Ideas**  
**Local Information**  
**History**  
**Walks**  
**Recreation**  
**Retail Focus**  
**Wellbeing**  
**Seasonal Fun**

## DEADLINES

The Resident will be published 4 times per year. Our first special issue will be delivered early December.

December 2020 Issue - Deadline Friday 6th November 2020

February 2021 Issue - Deadline Friday 8th January 2021

May 2021 - Deadline Friday 2nd April 2021

August 2021 - Deadline Friday 9th July 2021

November 2021 - Friday 1st October 2021

## BOOKING

Bookings can be made online at [www.sherburninelmet.co.uk/theresident](http://www.sherburninelmet.co.uk/theresident)

by filling out a booking form and returning by email to: [theresident@sherburninelmet.co.uk](mailto:theresident@sherburninelmet.co.uk)

**or by phoning us on 01977 689430**

All artwork submitted should be sent as a high resolution jpeg or pdf saved at 300dpi.

A design service is available at an additional cost.

Thank you for advertising with

**THE RESIDENT**  
**SHERBURN-IN-ELMET**



**REACH OUT TO THE  
RESIDENTS OF  
SHERBURN-IN-ELMET  
RIGHT HERE**

Contact us for more  
information or to  
book

THE  
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