

Flyer from the Rotary Club of Paddington.

The Rotary Club of Paddington has negotiated a deal with the Archant Newspaper Group for a single page featuring Rotary and carrying supporting business adverts. *This initiative has the approval of the District Governor. *

* * The cost is about £1250 plus VAT for a single page advertorial in four local newspapers, namely Wood and Vale and the Ham & High plus two free papers. The regular cost for a single page advertorial in four local newspapers is £3307 plus VAT, so as you can see there is a considerable saving over the regular costs.

We will be approaching local businesses for paid adverts and individual Club sponsorship for the advertising content of the single or the double page spread. It is hoped that Clubs will be *pro-active** *in supporting this initiative, by self advertising and/or finding businesses who are willing to advertise.

It is a *WIN WIN* for all the Clubs that take part and a *BIG PLUS* for the public awareness of Rotary District 1130

1. There will be space for the promotion of individual Clubs on a *lo-cost*basis.
2. All commercial adverts are created *FREE OF CHARGE* , where help is required, subject to editorial approval.
3. There are a range of advert sizes, but as a guide a standard advert is £300 plus VAT, with lower priced ads to suit every budget.

The income after costs will be divided between the Clubs that have taken part in this Rotary awareness campaign, for example, if you find an advertiser, then your Club will benefit. If you take space as a Club, then again, your Club will be entitled to a share of the income after costs based on a pro rata basis, AND OF COURSE, your Club will get the enquiry referrals directly.

If your Club wants to take part, please email me asap with your contact details.

PROVISIONAL DATE OF PUBLICATION END OF JUNE

I will be very willing to come to your Club to do a personal presentation and answer questions, either formally or informally.

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