

slan

SCOTTISH LOCAL AUTHORITY NEWS - SERVING SCOTLAND SINCE 2001



Media Information

We believe it to be vitally important that key decision makers at Scotland's Local Authorities should be well informed on the changing circumstances which affect them and on the critical choices which they make every day of the year.

They have higher budgets than ever before; so they need to know where they can find the best value for money. They have more contract decisions to make; so they need to know which suppliers and contractors offer the best, most reliable service. They have more regulations to work within than ever before; so they need to know how every other local authority is adapting to similar circumstances.

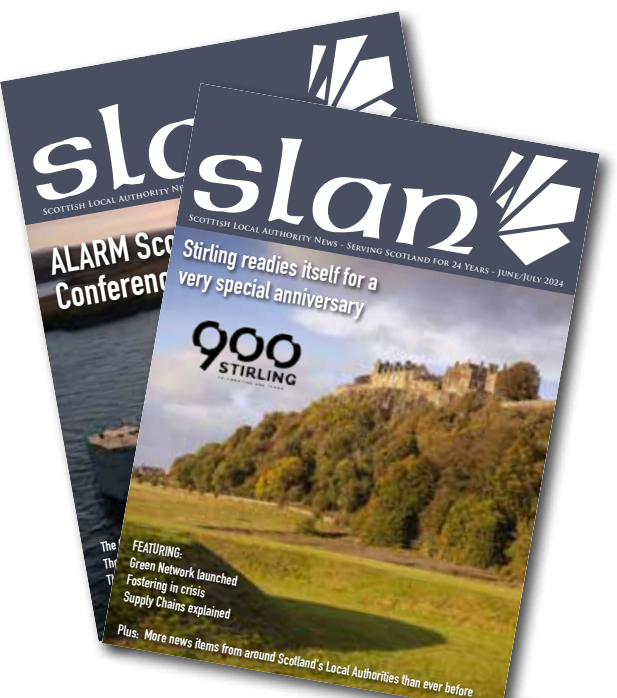
Hence, Scottish Local Authority News is designed, edited and distributed, specifically to meet the needs of a constantly evolving municipal environment.

Distribution

Scottish Local Authority News is distributed to the key decision makers at every one of Scotland's 32 local authorities. To Heads of Service and above; to Council Leaders and Chief Executives; and to Committee Convenors and Depute Convenors across the full range of portfolios.

Additional free copies are made available to the Personnel, Communications and Risk Management departments at each local authority, and to the Chief Executive's staff. Similarly, we include many of the vital Partnership organisations with which the Authorities work.

More than 5000 PDF copies are emailed direct to named individuals in senior municipal roles.



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Features

As well as a comprehensive round up of news from across Scotland's Local Authorities, every issue will contain special features on each of the principle areas of local government responsibility: Education; Economic Development; Environmental Services; Finance, Housing; Leisure & Recreation; Legal Services; Roads & Transportation; The Arts; and Tourism; are all covered in great depth, in every single issue of SLAN.

Advertising Opportunities

If you wish to provide service or supplies to any of Scotland's Local Authorities, or if you simply wish to expand upon your existing level of municipal work, then there is probably no better way to directly reach the key decision makers at all 32 of Scotland's Local Authorities than through the pages of SLAN.

Advertising Costs

Full Page Colour	£1,895
Half Page Colour	£995
Quarter Page Colour	£595
Panel (1/8th)	£345
Covers, Special Positions	P.O.A.

Discounts:

* A 15% Pro-forma discount will be offered on all orders in return for prompt payment, otherwise payment will be due strictly upon publication.

** For advance orders (for issues not yet current) the pro forma discount will be increased to 20%.

*** For multiple bookings of two or more issues, the pro forma discount will be increased to 30%.



Copy Specifications

Full Page	Height x Width
Bleed: _____	303mm x 216mm
Trim: _____	297mm x 210mm
Type Area _____	281mm x 185mm

Half Page	Height x Width
Landscape _____	138mm x 185mm
Portrait _____	281mm x 90mm

Quarter Page	Height x Width
Portrait _____	138mm x 90mm
Landscape _____	67mm x 185mm

Eighth Page/Panel	Height x Width
Landscape only _____	67mm x 90mm

Mechanics: A4, perfect binding, 3mm bleed all round. Finished artwork should be PDF/EPS/AI, images at 300 dpi effective resolution, CMYK. Text should be outlined or fonts embedded.

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What our readers say about us



"An in-depth publication which I think others would benefit from reading."

***Euan Jardine, Council Leader,
Scottish Borders Council***



"Fascinating news & lovely production."

***Gillian Munro,
Principal, Sabhal
Mor Ostaig***



"Thank you for all your support to local government."

***Derek Crichton, Communities
Director, Dumfries &
Galloway Council [retired]***



"Really good coverage of our 10th anniversary."

***Ed Forrest, Director,
GSA Biosphere***

"Congrats to your fellow team mates for a job well done."
Robin Jackson, ex-Highland Council

"Really interesting stories."
Louise MacLean, Bord na Gaidhlig

"Keep up the good work."
***Mike Newall, CEO, South
Ayrshire Council***