

Sedbergh & District Lookaround

Please allow me to introduce myself.

I am the Editor of the Newsletter "*Sedbergh & District Lookaround*". For any new organisation that comes into the area or any organisation that wishes to advertise in Sedbergh, I outline what the *Lookaround* is and how it works.

The following information you may find as useful.

We are published on the 1st of every month (except January).

February to November is printed black ink on various coloured papers. The December/January issue is in full colour on art paper.

Any organisation that charges an admission, sells items or requires a donation from the public for anything at their event and wishes to include details in *The Lookaround*, are requested to place an Advert with us. This can be supported by text which cannot all be included in the advert. Any report *after* the Event is free. The request for payment for an Advert is to assist with financing *The Lookaround* which has a large printing expense every month. We feel that the Advertising Rates are very reasonable. All Adverts for Events automatically have the details entered into the Diary Page at the rear of *The Lookaround* and appear on the *Lookaround* Web Site at <http://www.sedberghlookaround.org.uk>. If organisations do not wish to Advertise with us, details of the Event will still appear on the Diary Page but no text will be inserted. Advertising Rates appear below.

The Front Page is given priority to Event Adverts relevant for the appropriate month.

I do not have whole page adverts but will allow two half page adverts on opposite pages.

I also allow a 4 page insert in the centre of Lookaround for £100. Please make contact if you require further information regarding this.

The closing date for Adverts is 15th of every month. Articles are 19th of every month.

Advertising rates have been updated:
December 1991, December 1995, March 1997 & August 1999.

You can supply the information and I can create an advert for you. You can supply an example in hard copy and I will reproduce it (Please let me know if a particular Font is required). You can supply an original using Microsoft Publisher version 2000 or Microsoft Word to the above sizes either on disk or CD.

I respectfully request payment with ordering. Please make cheques payable to "Sedbergh & District Lookaround".

The distribution area is the LA10 Postal District which is Sedbergh and the surrounding villages, but it is sent all round the country and the world.

I hope that this is of assistance and if you have any other questions, please do not hesitate to call into the Office or contact me.

Dennis J Whicker
Editor of Sedbergh & District Lookaround
13 Kings Yard, Sedbergh LA10 5BJ
(Behind the Bull Hotel)
015396 20788

The sizes are:

Single Column x 1" = £7.50
Single Column x 2" = £10.00 (Killington Sports Example below)
Single Column x 3" = £12.50
Single Column x 4" = £15.00
Single Column x 7½" = £25.00

Double Column x 2" = £15.00
Double Column x 3" = £20.00
Double Column x 4" = £25.00 (Town Band Example Below)

A single column is 2.56" and a double column is 5.12".

KILLINGTON SPORTS
**DOMINO
DRIVE** 
7.30pm
Friday 9th February
Killington Village Hall
Good Prizes

Sedbergh Town Band
 present their 
8th
Annual Concert
Directed by: *Alan Lewis. B.Phil, LTCL, NABBC.*
At the
Peoples Hall
at 7.30pm
Wednesday 6th June
Tickets £4.00 available from:
**The Tourist Information Office, Nisa,
Post Office and Howgill's Gift & Home.**
Sedbergh Town Band is a registered charity. Number 1086817

