

A better way to get your message across



LeafletDistributionServices

What we can do for you



Shared Leaflet Distribution

Delivered alongside the local free newspaper we can deliver your leaflets to targeted postcode sectors, enabling you to reach your precise market.

Our distribution gives you the flexibility to choose entire postcode sectors or divide your leaflets between sectors; the minimum distribution is 3,000 leaflets per insertion.

For information on the areas covered by the Lincolnshire Citizen and the number of leaflets required, please refer to the list on the next page.

Rates for inserting leaflets in the Lincolnshire Citizen:

A5 or A4 single - **£18** per 1,000 plus VAT

A5 or A4 x 4pg - **£19** per 1,000 plus VAT

A5 or A4 x 8pg - **£20** per 1,000 plus VAT

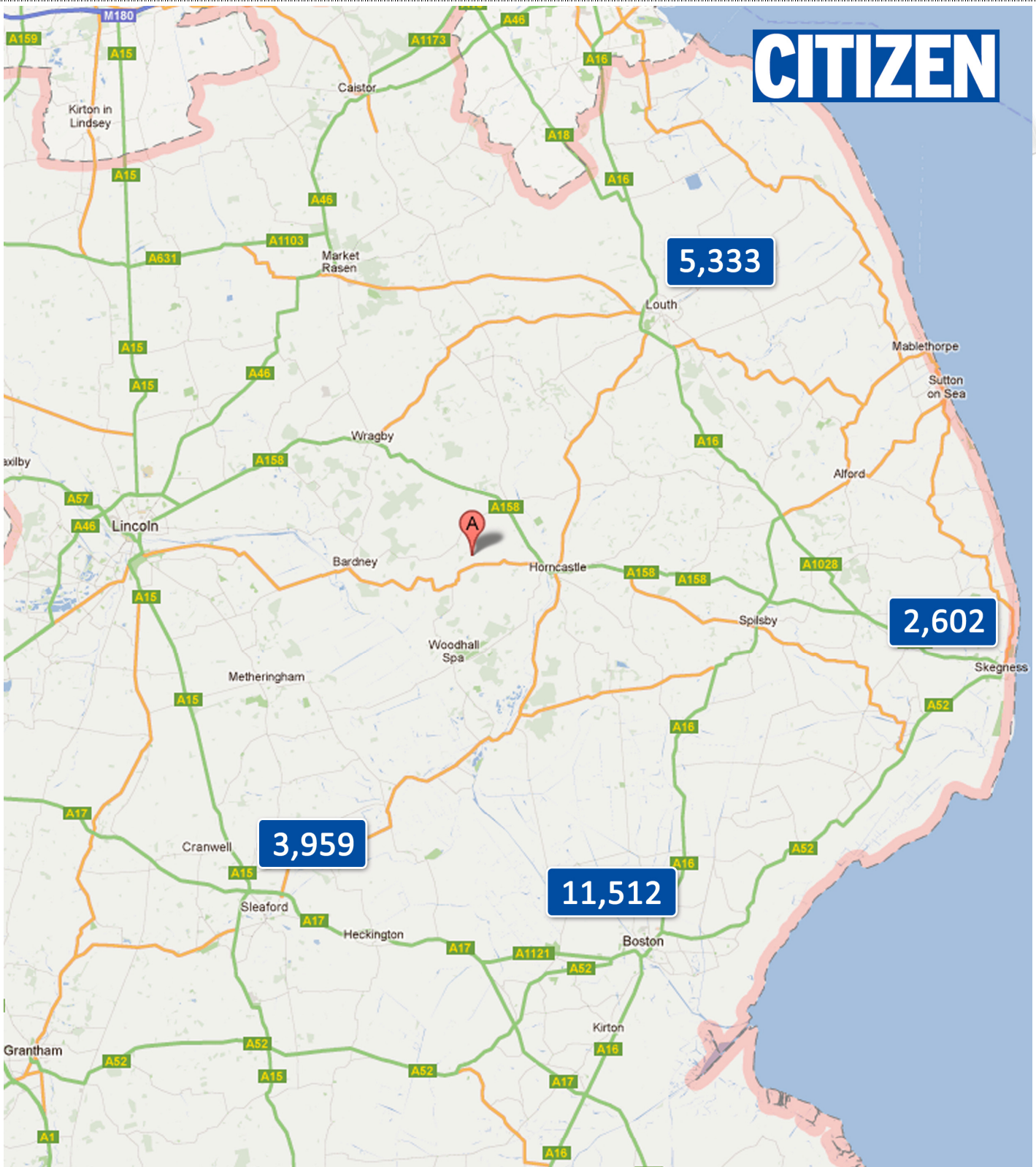
A5 or A4 x12pg - **£21** per 1,000 plus VAT

A5 or A4 x16pg - **£22** per 1,000 plus VAT

Please note that while we will accept smaller quantities of leaflets, there is a minimum charge of 3,000 leaflets per distribution. The minimum charge also applies where leaflet distributions are split and the number of leaflets per distribution is less than 3,000.

Rates for larger leaflets are available, for more information or to book please call Kevin on **01284 757846** or email kevin.gibbs@jpress.co.uk

CITIZEN



Lincolnshire Citizen Postcode Sectors

Boston

PE21 0 - 2,372
PE21 6 - 992
PE21 7 - 2,074
PE21 8 - 3,233
PE21 9 - 2,639
PE22 0 - 202
Total - 11,512

Louth

LN11 0 - 1,523
LN11 8 - 1,339
LN12 1 - 1,063
LN12 2 - 236
LN13 0 - 479
LN13 9 - 693
Total - 5,333

Skegness

PE25 1 - 761
PE25 2 - 1,210
PE25 3 - 631
Total - 2,602

Sleaford

NG34 7 - 3,729
NG34 8 - 230
Total - 3,959

Total Distribution 23,406 copies

The map is for illustration only,
for exact details of the roads
covered please refer to our
rounds breakdown

Benefits of Leaflet Distribution



Leaflets come in all different shapes, sizes and colours to allow you to distribute something that **stands out** when it lands on the doormat.

Leaflets can be targeted by postcode sector so you can **precisely target** your customers, making your advertising more effective (e.g. PE9 1)

Your message is delivered directly into the home. **Leaflets increase the chances of being read** when put through a letterbox. Please note that leaflets maybe inserted into the newspaper and not put through the letterbox separately.

We **save you time** by organising the whole process.

The Lincolnshire Citizen is audited by the industry regulatory body ABC (Audit Bureau of Circulation).

Robust weekly checks and research is conducted by an independent company throughout the delivery network to **constantly ensure that high performance standards are maintained**. This further emphasises the credibility of this reliable and professional delivery structure giving added confidence to both advertisers and leaflet customers alike.

When delivering leaflets with a free newspaper each delivery person is only responsible for an average of 200 copies of your leaflet. This offers a distribution with **much tighter controls** and a fast, efficient response to any post distribution questions.

For more information or to book please call Kevin on **01284 757846** or email **kevin.gibbs@jpress.co.uk**

Booking, Delivery & Payment Details



To book your leaflet in the Lincolnshire Citizen, please call Kevin on **01284 757846** or email **kevin.gibbs@jpress.co.uk**

The booking and payment deadline for Lincolnshire Citizen leaflets is Midday Monday of the week before insertion. Payment can be made by card over the phone or by cash at one of our offices; unfortunately we cannot accept cheques from non-account customers.

Leaflets must be received no later than 5pm Wednesday of the week prior to distribution.

All leaflets must be boxed with a copy of the leaflet attached to the top of each box. Boxes must be clearly labelled with the name of the insert and insert date.

Individual boxes must not weigh more than 12.7kgs – boxes that are overweight may be subject to additional repackaging charges.

Leaflets should be delivered to:

Jay Dee Transport
Devereux Way,
Boston Road Industrial Estate,
Horncastle
LN9 6AU

Delivery deadline for Horncastle deliveries is 5pm Wednesday of the week prior to distribution.

Terms and Conditions



Preliminaries - These conditions are the only conditions to which the contract for the distribution of materials by Letterbox Direct on behalf of East Midlands Newspapers Limited ("the Company") for the Customer named overleaf ("the Customer") is subject. Any other condition proposed or stipulated by the Customer in whatever form, written or oral, are hereby expressed waived and excluded. These conditions may not be varied except by written consent of a director of the Company.

Quotations - No order shall be binding on the Company unless accepted by the Company in writing.

The Company's quotations are open for acceptance for a period of 30 days from the date thereof but the Company reserves the right to amend quotations on or at any time before acceptance.

Payment and Price - Except where otherwise stated on the order acknowledgement the Buyer shall make payment within 30 days of invoice date without deduction. Failure to pay for any work on the due date of payment shall entitle the Company to suspend any further work both on the same order and on any other order from the Customer without prejudice to any other right the Company may have.

If payment is not made on or before the date due for payment, the Company reserves the right to charge interest at 2 per cent per month from the date due for payment until the day payment received by the Company. Such interest will be calculated on a daily basis and will accrue after as well as before any judgement.

The Company shall, in respect of all unpaid debts from the Customer, have a general lien on all goods and property of the Customer in the possession of the Company and shall be entitled, upon the expiration of 14 days notice to that effect to dispose of such goods or property as it thinks fit and to apply the proceeds towards such debt.

The Company reserves the right by notice given at anytime before performance of the contract to vary the price, if, after the date of the contract, there is an increase in the Company's total cost of labour, production or delivery arising from any cause beyond the Company's control.

Delivery - The Company shall deliver the Customer's materials to the households within the distribution area specified in the quotations; such specification of households does not however imply 100 per cent coverage of all households within the distribution area. Although distribution is planned on the basis of one unit per letterbox (or where there is evidence of more than one family, one unit per family), the Company does not accept any responsibility and shall not be liable for failure to distribute to any particular households nor for failure to adhere to the levels of distribution specified in the contract. The Company reserves the right not to distribute to any districts or address which it considers unsafe or undesirable for the delivery teams and to vary the method and timing of the distribution.

If the Company distributes material which required the recipient to send money to the Customer or any person, firm or company nominated by the Customer, the Company shall have no liability for any loss suffered by such person.

Customer's Obligations - The materials to be distributed must be delivered to the Company's nominated depots not earlier than 3 weeks but at least 7 working days prior to the commencement of distribution.

All materials supplied by the Customer must be sorted into bundles of 250 items and boxed, packaged in units of no more than 28lbs (12.7 kilos) for 2,000 items. All deliveries must be accompanied by a delivery note or docket stating the quantity of such material, The Company cannot check for discrepancies between quantities shown on the delivery note at the time of delivery and will not be liable for any shortfalls in the distribution contract due to short delivery. It is the Customer's sole responsibility to ensure that all materials supplied are in accordance with the Customer's requirements and the Company shall not be liable for any failure to inspect materials as supplied. The Company will, whenever possible however advise the Customer of shortage and excess materials delivered. In the event of delay or error in the quantity of items supplied, distributed will be carried out at the earliest subsequent opportunity with any additional costs notified in advance of distribution.

When informed in writing by the Company of surplus delivered to the Company, the customer shall be responsible for the prompt removal of the surplus and in default thereof the Company shall be entitled to deliver the surplus, at the Customer's expense, to the Customer's premises or at the Company's option to destroy surplus material one calendar month after its scheduled distribution date.



The Company reserves the right to distribute materials on behalf of itself and/or third parties at the same time and to the same households as it distributes the Customer's materials in the performance of the contract, unless the customer is specifically designated a solus distribution for the Customer.

Notice of at least seven days (prior to the beginning of the distribution week) must be given for any cancellation or alteration to distribution arrangements of a standard distribution. At least fourteen days notice must apply in the case of 'solus' distributions.

All items accepted for delivery must adhere to the legal requirement that all newspapers, leaflets, catalogues etc, etc, intended for distribution shall contain the name and address of the printer.

Without prejudice to the Company's remedies in respect of any breach of contract by the Customer, The Customer shall indemnify the Company against all expenses and losses sustained by the Company should the Customer cancel the contract in breach thereof or commit any other breach of the terms of the contract.

Risk - The Customer's property and all the property supplied to the Company or on behalf of the customer shall while it is in the possession of the Company or in transit to or from the Customer be deemed to be at the Customer's risk and the Customer shall insure accordingly.

Termination - If the Customer commits any breach of these conditions or if, in the opinion of the Company, the financial standing if the Customer becomes unsatisfactory the Company may, without prejudice to its other rights and remedies, terminate this contract and any other contract between the Customer and the Company by writing to the Customer. The Company shall also be entitled to require immediate payment for all materials delivered under this and any other contracts subsisting between the parties or (at the Company's option) security for payment satisfactory to the Company. In the event of termination under the provisions of this clause the Company shall be relieved of all liability under this contract and any other contract so terminated.

Illegal Matter - The Company shall not be required to distribute material which in its option is or may be offensive or of an illegal or libellous nature or an infringement of the proprietary or other rights of any third party.

The Company shall be indemnified by the Customer in respect of any claims, costs and expenses arising out of any libellous matter or any infringement of copyright, patent design or of any other proprietary or personal rights contained in any material distributed for the customer. The indemnity shall extend to any amounts paid on a lawyer's advice in settlement of any claim.

Liability - The Company's liability for any breach of contract shall be limited to the price due to the Company from the Customer in regulation to that contract and the Company shall not in any circumstances be liable for any consequential or indirect damage, compensation costs, expenses, losses or other liabilities.

Force Majeure - Unless otherwise expressly stated time is not of the essence for the completion of the contract. The Company will not be liable in any circumstances for the consequences of any delay in completion or failure to complete in any event if the delay or failure is due to any reason beyond its control including (without limiting the foregoing) Act of God, legislation, war, fire, flood, drought, failure of power supply, lock out, strike or other action taken by employees in contemplation of furtherance of a dispute or owing to any inability to procure materials required for the performance of the contract.

General - Any notice to be given under these conditions may be delivered, or sent by prepaid post sent first class, addressed to the party to be served at its registered office for the time being or (if not a company) the address for that party last know to the party giving the notice. Notices served by post shall (except where expressly otherwise) be deemed served on the second business day after the date of posting: 'Business day' shall mean a day other than a Saturday or a Sunday or an English Bank or Statutory Public holiday.

No failure or delay by the Company in exercising any of its rights under this contract shall operate as a waiver thereof.

In the event of any of these conditions shall become or shall be declared by any court or competent jurisdiction to be invalid or unenforceable in any way, Such invalidity or unenforceability shall in no way impair or effect any of the other conditions hereof all of which shall remain in full force and effect. Clause headings are for ease of reference only and do not affect construction.

Proper Law - This contract shall be governed by and constructed in accordance with English Law and both parties consent to the non-exclusive jurisdiction of the English Courts.

Arbitration - The construction, validity and performance hereof shall be governed by the Law of England and all disputes which may arise under, out of or in connection with or in relation to the contract shall be submitted of the arbitration in accordance with the Arbitration Act 1979 to a person who in default of agreement between the parties shall be appointed by the President of the Law Society for the time being.