

# All-Inclusive Advertising Packages



A creative advertising service that provides original, effective advertising within defined costs.

Each package is for a one-off full-colour advertisement to the specified approximate size – i.e. a whole page A4 advertisement would be produced in the exact size to suit a specified publication of that approximate size – Where the same size advertisement is required for a series of different publications then a discount on subsequent artworks will apply.

Each package has an outline specification listed, within which Oval will take your brief and create a unique advertising identity for your company and your advertised products or services. We do not restrict you to one standard layout, and will work closely with you to make sure that every element of the advertisement really helps to achieve your objectives.

All advertising package prices include concept, visuals, copywriting, design, product photography (studio photography only – location photography and retouching will incur extra charges). In fact, all the costs of producing your ad up to, and including, the preparation of final, finished artwork in the electronic file format required by the publication. Should colour separated film be required by any particular publication this would be an extra charge (details on application).

All ad packages include production costs only, but we can also advise on your media scheduling and handle your space booking if required.

## Ad Pack 1

1/4 page A4 (approx.)  
One photograph, up to 50 words  
**£205.00**

## Ad Pack 2

1/2 page A4 (approx.), portrait or landscape  
OR  
Whole page A5 (approx.)  
One photograph, up to 100 words  
**£375.00**

## Ad Pack 3

Whole page A4 (approx.)  
2 photographs, up to 200 words  
**£675.00**

## Ad Pack 4

Double page spread A4 (approx.)  
4 photographs, up to 300 words  
**£880.00**

*All prices exclude VAT*



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