



vetarazzi

01284 361429
info@vetarazzi.co.uk

news prices

April 2022

	ready news	flexi news
Digital file of newsletter only (for website, email, social media or in-house printing)	£119	£189
250 printed copies	£149	£265
500 printed copies	£169	£315
750 printed copies	£189	£335
1000 printed copies	£209	£350
2000 printed copies	£269	£410
3000 printed copies	£329	£470
each additional 1000 copies	£60	£60
Folding if required per 1000	£15	£15

We produce 4 issues per year **Spring** February **Summer** May **Autumn** August **Winter** November
 Closing Dates are: 15 January 15 April 15 July 15 October
 Covering seasonal topics and reminders

ready news includes

Full colour personalisation to four areas on the front of our double-sided A4 size colour newsletters.

1. Top panel for your practice name and logo.
2. Main tint area for your news, articles, offers, staff profiles, events, photos etc.
3. The space below for your website address or other short message.
4. A highlighted box for hours, contact details or other information.

You can use these spaces differently if you prefer.

Design of your items into the appropriate areas.

Spell checking your copy and correction of errors.

Up to two colour photos or graphics.

Full colour designed and pre-written areas on the front page, a completed back page, both with photos/graphics.

Email proofs for you to amend or approve your own content, before printing.

PDF and preview image of your newsletter for clients to view or download from your website, social media or emailing.

Free delivery to one UK address.
Additional addresses £15 each.

flexi news includes

A fully flexible colour double-sided A4 newsletter

Your own News heading and newsletter style front and back, producing a complete newsletter that looks and is individual to your practice.

Redesign of the initial preview to incorporate your news, articles and pictures. We move or remove our items to accommodate yours.

Writing of specified articles from your rough draft information, if required.

As many of your own pictures as you like.

Location maps created on request.

Specific topics from of our article bank when required.

Changes or additions to our articles to suit your practice.

Photos or Graphics from our own image library.

Sponsorship logos or advertisements.

Email proofs for you to amend or approve. If changes are required, further proofs will be sent before printing.

PDF and preview image of your newsletter, for clients to view or download from your website, social media or emailing.

Free delivery to one UK address.
Additional addresses £15 each.

Full details and samples at www.vetarazzi.co.uk



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custom news and Practice Leaflet Prices

Full Individual Design and Copy Writing
A4 Full Colour Printed Double-Sided Newsletters or Leaflets

	custom news	Practice Leaflets
Digital file of newsletter only (for website, email, social media or in-house printing)	£310	£310
1000 printed copies	£440	£440
2000 printed copies	£500	£500
3000 printed copies	£560	£560
each additional 1000 copies	£60	£60
Folding if required per 1000	£15	£15

No set dates for these or other promotional material, production is available throughout the year.

Prices include

Writing your copy for you, which is composed from your rough draft information. We supply simple practice detail forms, prompt list, and staff profile questionnaires for you to provide your details easily.

Your own photos You can add as many of your own pictures as you like. Don't worry if they are not perfect, as we just work a little magic to produce usable images.

Photos or Graphics We have our own extensive library of images, for use as required.

Location maps are created for you on request.

Use of our newsletter articles If you want to cover specific subjects without creating your own, we have our own large article bank. Changes can be made to the text to suit your practice.

Sponsors logos If you arrange sponsorship from your veterinary suppliers, logos, advertisements or acknowledgements can be included.

Proofs and changes

Once your newsletter or leaflet is completed, we email you proofs for approval or amendment. If changes are required, further proofs will be sent.

PDF and preview image of your newsletter or practice leaflet for clients to view or download from your website, social media or for emailing.

Free delivery to one UK address. Additional addresses £15 each.

In addition

Other promotional material for your practice

**Booklets - Folders - Posters - Banners
Stickers - Fridge Magnets - Stationery
Logos - Care leaflets and more.**

Quotations provided on request.

Photography We can visit your practice and take photographs for your newsletter, leaflet or website. Charged at **£90** per visit plus **£17** per photo used.

Large Screen Website Prices

Front Page and Setup	£200
Each additional page	£100
Sub Pages	£40
Annual Maintenance	£265

Website Design includes - Full individual design and copy writing. Setting up your site, hosting, email forwarding and your domain name. In fact everything you need to get a website on line. Photos and graphics as for Custom News and Practice Leaflets - see above.

Maintenance includes - Holding page design, domain renewal, annual hosting, updates or changes on your site of any content, current newsletters etc. Excludes additional pages, which are charged as above.

Smartphone Friendly Websites - We can add one to your largescreen website with smart switching for the ideal layout and features for the selected device. Quotations on request.

Xmas Hours Leaflet

250 leaflets	£129
500 leaflets	£149
750 leaflets	£169
1000 leaflets	£189
each additional 500 leaflets	£25

Price Includes - A5 (148 x 210mm) double-sided colour leaflets, which we personalise on the front, in colour, with your own Christmas hours, logo, address, phone numbers, web address etc. Plus your out of hours service details, and a personal Christmas message.

Jpg version for website, email and social media.

Free Delivery to one UK address.

Order by 15 November for delivery by 1 December

Full details and samples at www.vetarazzi.co.uk