

# Electricity Safe

Booking deadline: Thursday 16th August, 2012

The sample page is a newspaper layout for the Barnsley Independent. At the top, it features the newspaper's name and the date '20.08.12'. The main headline is 'Electricity Safe'. Below the headline is a block of editorial text. To the right of the text are several small advertisements, including one for 'FREE PLACES FOR CHILDREN 3 TO 4 YEARS OLD' and another for 'M.O.T. TEST AND REPAIR'. Below the main text block is a large advertisement for 'DALE TAVERN' and 'FRENZ'. At the bottom of the page, there are more advertisements, including 'furniture interiors', 'Autumn House Care Home', 'Sunnybank Nursery', and 'PROTON'. The page is densely packed with text and images, illustrating the layout style for the 'Electricity Safe' campaign.

Example:

**Heading, themed editorial, photographs and advertising**  
Must be this style

Copy deadline:  
Friday 17th August 2012

Publication date:  
Tuesday 21st August, 2012

Estimated size:  
1 page

## adverts

Set sizes  
5x1 £25.00  
5x2 £50.00

## key points

- General editorial to inform readers about why they should choose qualified electricians etc.
- Two set sizes to choose from 5x1 and 5x2 to suit advertisers
- Average readership for Barnsley Independent 108,807 delivered to 68,161 households

Section: ROP  
Style: CDS2