



# The Widcombe Association

## Enrolment Form – Business Membership

Please send to: Ann Ashworth  
WA Membership Secretary  
10 Widcombe Crescent BATH BA2 6AH

Name of Business or Organisation: \_\_\_\_\_

Name(s) of principal: \_\_\_\_\_

Nominee for second membership card  
(permitted for Business Members) \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Website: \_\_\_\_\_

Email Address: \_\_\_\_\_

Please enrol the above business/organisation in the Widcombe Association.

I enclose a completed Direct Debit form  or £20 subscription for one year (Tick box)

Cheques should be made payable to The Widcombe Association.

Your subscription entitles you to a free one sixth of an A5 page advertisement in each edition of the biannual magazine, a listing on the WA website, and a link to your own website. Larger adverts are available for an additional fee. We can also design your ad for you. Prices for larger ads and design costs are shown below.

If you wish to pay for a larger advert and/or design, we will invoice you separately for the extra amount; please note prices are reviewed on an annual basis. The costs in the table below are the costs for **both** of the magazine editions in the year (i.e. one advert in each of two additions).

AD FORMAT	AD SIZE (WxH in mm)	AD COST	TICK AD SIZE REQ'D	DESIGN COST	TICK IF DESIGN REQ'D
1/6 page	67x62	Free		£12	
1/4 page	67x94	£25		£15	
1/2 page	138x94	£60		£20	
Full page	138x192	£100		£35	
Full page - rear cover**	138x192	£125**		£35	

\*\* NB this charge is for one appearance on the rear cover in any year; the ad will appear in the inside pages for the other issue in that year.

If you would like to offer a discount to WA members please describe below the discount on offer and any restrictions. Please keep this as simple as possible.

Please tell me about: Assisting the Committee  Planning/helping with social events

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Widcombe Magazine – why advertise?

- It is the **only** magazine that focuses purely on Widcombe
- We will deliver to **most households in Widcombe** (about 2000)
- **Free** copies are also available in local outlets and in the Bath Tourist Office
- **Only WA Business members can advertise** supporting local businesses
- There are **two issues** a year which focus on Widcombe people, events, businesses and community
- The full colour A5 format has been very well received.

**Promote your business to local people, support your community and help make Widcombe a more vibrant place to live and work**

Further information.....

From its roots as the Widcombe Association's members' newsletter we have evolved this half yearly publication into a magazine for Widcombe. The content reflects this and profiles people, events, business and community groups from across Widcombe all aiming to promote Widcombe as a vibrant place to live or work.

One of the primary aims is to provide traders with a tailored way to reach out to the people who live in Widcombe. The magazine is run by Widcombe Association volunteers and is funded by the WA. It is a free magazine. Traders have free 1/6<sup>th</sup> page ads as part of their membership but can buy bigger ads if they wish, which will help fund the magazine. Only WA business members can advertise in the magazine. [although we will commission a limited number of advertorials from businesses from outside Widcombe, but who serve its residents, as long as they don't compete directly with any WA Business members].

We have been steadily increasing the circulation from just members and aim to deliver to most households in Widcombe as well as place copies in local outlets.

For more information about the Widcombe Association, the largest residents association in Bath visit [www.widcombeassociation.org.uk](http://www.widcombeassociation.org.uk)