



# *A Step-by-Step Guide to Advertising in **THE ARCHER***

## **Introduction**

This guide will help you to decide how you want to advertise in *THE ARCHER*.

- Is *THE ARCHER* the right place for you to advertise?
- What type and size of advert would you like and how much will it cost?
- In how many issues would you like it placed?
- How would you like to design and produce your advertising layout?

Finally this guide will advise you on how to complete your order with us.

## **THE ARCHER**

*THE ARCHER* is the East Finchley community newspaper and is produced and distributed each month entirely by volunteers. We deliver it to over 9,000 East Finchley homes and businesses in the N2 postal code area, starting on the first weekend of each month. Normally we complete this by the end of the following week, but this is not guaranteed. There is a map of our distribution area at:

[http://www.the-archer.co.uk/ads\\_distribution.php](http://www.the-archer.co.uk/ads_distribution.php)

We do have an online edition, which is available throughout the month and includes an extensive archive.

If you are looking to promote an event happening on a date right at the beginning of a month, it may be that *THE ARCHER* is not the most appropriate vehicle for your advert. Alternatively, you should consider advertising in the previous month's issue (if it is not too late).

We do not deliver leaflets, either as inserts or separately, nor accept requests for paid-for articles (so-called *advertorial*), advertisements conditional on an article being published, or wrap arounds .

We publish a *What's On* column each month. Entries are free but restricted to a dozen words maximum and may only relate to an entertainment event happening this month.

Advertising in *THE ARCHER* is in the form of boxed displays; we do not have a classified advertising section.

## **Types and Sizes of Adverts**

If you have decided that you wish to advertise in *THE ARCHER*, first you need to decide what size you want your advert to be, and whether you want it to be in colour or black and white.

Each page in the paper is divided into five columns. Adverts may be 1, 2 or 3 columns wide, and from 3 to 16 cms tall. The largest we do is 3 columns by 10 cms or 2 columns by 15 cms. Please note that we no longer do quarter page adverts.

The size of an advert is the width in columns multiplied by the height in centimetres, and the cost is £5 x the size for black and white adverts, and £6.50 x the size for colour adverts.

**To help you decide, here are some examples:**

This is a typical small advert:

It is black and white, 1 column wide by 4 centimetres tall, and it costs £20 for one month.




This is a moderate-sized advert:  
It is black and white, 2 columns wide  
by 3 centimetres tall, and it costs £30  
for one month.

**Large Appetites**  
Restaurant  
Make sure you wear loose trousers!  
No. 1, Food Street, East Finchley N2 8BB

This is another moderate-sized advert:  
It is in colour, 1 column wide by 10 centimetres tall,  
and it costs £65 for one month.

**Walk Tall Shoe Shop**  
Platform soles and  
stacked heels  
our speciality



1234 Main St.  
Telephone 123-456-789

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**New!**  
The entrance to our  
shop now features  
extra padding in case  
you forget to duck!

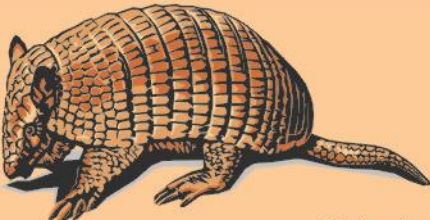
This is a medium-sized advert:  
It is black and white, 2 columns wide by 6  
centimetres tall, and it costs £60  
for one month.

**SPARKLING JEWELLERS**

*Rubies are red, emeralds are green...  
but diamonds are forever!  
Stake a claim on her heart  
with a fine ring from us.*

5678 Main St.  
**TELEPHONE 987-654-321**

This is a medium-sized advert in colour, 3 columns wide by 4 centimetres tall,  
and it costs £78 for one month.



**For unusual and exotic pets visit  
The Animal Bazaar**  
We always keep a wide selection,  
and provide advice on care and feeding.

99, Aardvark St. East Finchley, N2 1AA opposite Cherry Tree Wood

## *Discounts*

If you decide to advertise in *THE ARCHER* for several successive issues, we are pleased to offer you a discount as follows:

|           |          |          |          |           |
|-----------|----------|----------|----------|-----------|
| Period:   | 3 months | 6 months | 9 months | 12 months |
| Discount: | 10%      | 20%      | 30%      | 40%       |

To help you calculate the cost of your order, we provide a Quick Rate Calculator on our web site at:

[http://www.the-archer.co.uk/ads\\_rates.php](http://www.the-archer.co.uk/ads_rates.php) Once you have decided what size advert you want, please contact us *no later than the Tuesday before the deadline for the next issue* at:

[Advertising@the-archer.co.uk](mailto:Advertising@the-archer.co.uk) for a quote.

We regret that the front and back pages presently have their full complement of advertisements, and that is likely to remain the case for the foreseeable future. Please note also that we do not offer a choice of inside page, nor preferential placing on the page.

## *Designing your advert*

Having decided what size advert you want, next you need to decide how you wish to design your advert. You can choose to design it yourself, pay a graphic designer to do it for you, or ask us to produce a layout for you. **Please ensure that there is enough time, at least 3 days, for this to be completed, submitted and agreed by the copy deadline for the issue in which you wish to advertise.** There is a list of future editorial deadlines on our web site at: <http://www.the-archer.co.uk/contribute.php>. Alternatively, you will find the next three editions' deadlines on page 2 of the current edition of the paper. This document was produced on 3 April 2018, and the next deadline was 13 April 2018 for the May 2018 edition.

### *DIY Designs*

If you decide to design your advert yourself, you can use one of many different programs, such as Microsoft Word, Microsoft Publisher, Adobe Photoshop or Adobe InDesign to name but a few.

You can email us your design in the file format produced by your choice of program, or you can produce a file in Adobe's Portable Document Format (PDF). This is our preferred format.

Please note that your design **must** be a fixed number of columns wide, where 1 column is 4.7 cms, 2 columns are 9.9 cms and 3 columns are 15.1 cms wide.

For PDFs, please ensure that all fonts are embedded. For JPEGs, the resolution should be at least 200 DPI, and the fonts at least 8 point. All colour displays should be 4 colour (CMYK) not 3 colour (RGB). If you are unable to convert the colour coding yourself, we can do this, but there is no guarantee that the colours will stay exactly as submitted. All other displays should be saved as greyscale.

Should you decide to use a graphic designer please convey these points to them.

### *Designs by The Archer*

We can design an advert for you to your instructions; there is no charge for this, but we are unable to undertake to do more than basic layouts. You can email pictures and graphics such as your logo to us for inclusion if possible. You are welcome to ask our advice regarding wording and layout, but the responsibility for this ultimately rests with you, the advertiser. We will produce a proof and send it to you by email for final agreement.

## *Completing your order*

Once we have agreed the type, size, duration and design of your advert, we will email you a quote for your agreement. If you decide to proceed, we will email you an invoice. Please note that we are not registered for VAT.

Our terms are strictly Payment in Advance of Publication, and you will need to pay for each month's advert by the Wednesday following the deadline for that month. Payment by Online (Internet) Transfer, Standing Order or Counter Cheque is best – please contact us for details. Otherwise you can pay by cheque to “The Archer”, posted to PO Box 3699, London N2 2DE. Other arrangements may be made at our discretion, but we are **unable** to accept payment by credit or debit card.