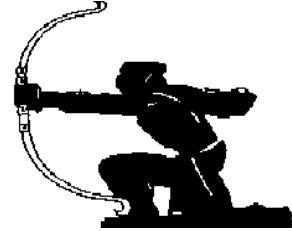


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Local News Is Our Aim

# ***THE ARCHER***



*A community newspaper for East Finchley run entirely by volunteers.*

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## ***THE ARCHER***

*THE ARCHER* is the East Finchley community newspaper and is produced and distributed entirely by volunteers. It reports on people and events in East Finchley in North London. It provides a source of support for the community through publicity, and offers a window into all aspects of local life, both present and past. *THE ARCHER* is the only newspaper that concentrates on East Finchley and has earned a reputation for the quality of its editorial content.

## ***Distribution***

*THE ARCHER* is distributed to over 9,000 East Finchley homes and businesses in the N2 postal code area each month. Delivery commences on the first weekend of each month.

## ***Advertising***

*THE ARCHER* takes advertising principally to pay the cost of the print run, but also recognises that businesses in East Finchley are an integral part of the community and so in promoting them through advertising, it promotes the community as well. Advertising and editorial are placed together, rather than being consigned to the back of the paper. Advertising on any given page is normally restricted to a maximum of 25% by area.

## ***To advertise in THE ARCHER***

To contact *THE ARCHER* regarding advertising:

call our voicemail on **0844 579 6949 mailbox 75390**.

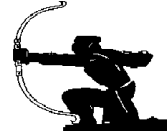
email us at [John.Dearing@btinternet.com](mailto:John.Dearing@btinternet.com)

or, write to us at The Archer, PO Box 3699, London N2 8JA

Advertising in *THE ARCHER* is run by John Dearing.

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PO Box 3699, London N2 8JA. Tel: **0844 579 6949 mailbox 75390**  
E-mail: [the-archer@lineone.net](mailto:the-archer@lineone.net) Website: <http://www.the-archer.co.uk>



## Advertising Rates

Advertising in *THE ARCHER* is in the form of boxed displays. Each page in the paper is divided into five columns. The size of a display is the number of columns wide by the number of centimetres high, and the cost is determined by the size.

The basic rate is £5 per column (width) per centimetre (height) for monochrome (greyscale) displays. So, for example, an advert that is 1 column wide by 4 centimetres high costs £20, and an advert that is 2 columns wide by 6 centimetres high costs £60. The largest advert that we are presently able to take is a quarter page (3 columns by 16 cms). There is a premium of 30 % for colour displays.

Discounts are offered for advertising that is repeated in several successive issues, as follows:

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

We now offer 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)

We do not normally undertake to place an advert on any specific page, but will endeavour to fulfil requests if space permits, but with no guarantees. The front and back pages are not currently available.

Advertisements in *THE ARCHER* are available for viewing via our web site at:  
<http://www.the-archer.co.uk>

## 'Advertorial'

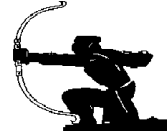
*THE ARCHER* regrets that it cannot accept requests for paid advertorial, except as part of the text of a boxed display advert at standard rates, nor is it able to undertake to link the publication of an article with that of an advert.

## Leaflets

*THE ARCHER* regrets that it is unable to undertake to deliver leaflets, either as inserts or separately.

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## Artwork

If you have your own artwork, you are welcome to submit it to us, by email, to:

[John.Dearing@btinternet.com](mailto:John.Dearing@btinternet.com)

We are able to take layouts in many common formats, such as Microsoft Word (DOC & DOCX), Microsoft Publisher (PUB), JPG, and Adobe's Portable Document Format (PDF).

Please ensure that layouts are produced to the agreed size, and **note that they must be an integral number of columns wide**, as follows:

Number of columns:	1	2	3
Width:	4.7cms	9.9cms	15.1cms

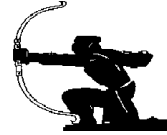
For PDFs, please ensure that all fonts are embedded. For JPEGs, the resolution should be at least 200 DPI, and the fonts at least 8 point.

All colour displays should be 4 colour (CMYK) not 3 colour (RGB). All other displays should be saved as greyscale.

If you don't have your own artwork, we can refer you to a professional designer.

Alternatively, we can prepare a layout for you to your instructions; there is no charge for this, but we are unable to undertake to do more than basic layouts. As all work is done by volunteers, we ask that you give us sufficient time to complete the work before the deadline. Pictures and graphics may be submitted by email, 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.

If you are advertising in several editions, you are free to submit new layouts, or ask us to change layouts we have prepared, at any time, provided that the request is received with sufficient time before the deadline of the edition concerned to do the work.



## **Deadlines**

There is a rolling list of future editorial deadlines on our web site at:

<http://www.the-archer.co.uk/contribute.php>. The editorial deadlines for the next three editions may be found on page 2 of the current edition of the paper.

Occasionally, the advertising deadline may be earlier than this so check with us if necessary. Advertising orders and requests for changes to layouts may be submitted after this date, but there is no guarantee they will be fulfilled in the upcoming edition.

This document was produced on 10 May 2012, and the next deadline is 11 May 2012 for the June 2012 edition.

## **Ordering**

We will ask you for an address to which to send our invoice, and will produce an advertising agreement, summarising your order, to which we will seek confirmation before proceeding.

## **Payment & Invoicing**

We will send you an invoice by post or by email each month. 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 is normally accepted by cheque to "The Archer", and should be posted to PO Box 3699, London N2 8JA. Direct Transfer or Standing Order is possible – please contact us for details. Other arrangements may be made at our discretion, but we regret that we cannot accept payment by credit or debit card.

## **Example Layouts and Sizes**

To help you choose the size and style of advertisement that best suits you, we show a selection of mock advertisements on the following page, at approximately their actual size (see column widths on page 4) together with information about the price and the discounts available for advertising in successive months.

These are not the only sizes available. Almost any combination of widths in columns from 1 to 3 and heights in centimetres from 3 to 16 may be selected. For prices, see the section on Advertising Rates.

## Sample Layouts

### Walk Tall Shoe Shop

Platform soles and  
stacked heels  
our speciality

1234 Main St.  
Telephone 123-456-789

This greyscale display  
is 1 column by 10 cm.

1 month costs £50  
3 for £135 @£45 each  
6 for £240 @£40 each  
9 for £315 @£35 each  
12 for £360 @£30 each.  
For Colour add 30%.

### 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

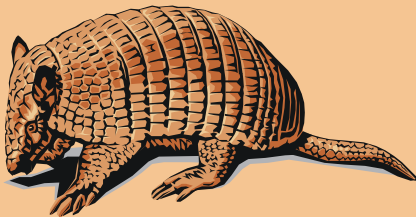
This greyscale display is 2 columns by 6 cm. 1 month  
costs £60, 3 for £162 @ £54 each, 6 for £288 @ £48 each  
9 for £378 @ £42 each, 12 for £432 @ £36 each  
For Colour add 30%.

### Large Appetites Restaurant

This greyscale display is two columns by 3 cm. 1 month costs £30  
3 for £81 @£27 each, 6 for £144 @£24 each,  
9 for £189 @£21 each, 12 for £216 @£18 each.  
For Colour add 30%.

This layout is about  
as small as they get!

This greyscale display is 1 column by  
3 cm. 1 month costs £15, 3 for £40.50  
@ £13.50 each, 6 for £72 @ £12 each,  
9 for £94.50 @ £10.50 each,  
12 for £108 @ £9 each.  
For Colour add 30%.

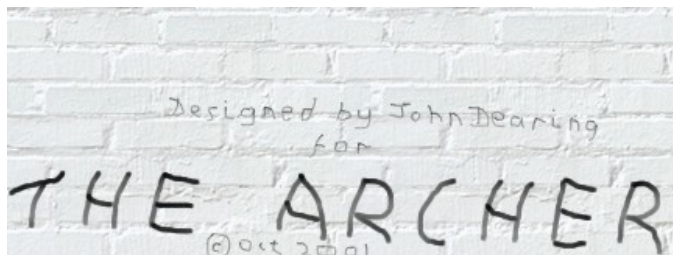


### For unusual and exotic pets visit The Animal Bazaar

We always keep a wide selection,  
and provide advice on care and feeding.

This colour display is three columns by 4 cm.

1 month costs £78, 3 for £210.60 @£70.20 each, 6 for £374.40 @£64.40 each, 9 for £491.40  
@£54.60 each, 12 for £561.60 @£46.80 each. Prices include 30% premium for colour.



# THE ARCHER distribution area

