



## Frequently Asked Questions about Advertising in The Archer

### **1. When and where do you deliver The Archer?**

We deliver it to over 9,000 homes and businesses in the N2 postal code area from 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)

### **2. Our event is in the first week of the month – is this OK?**

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

### **3. How much does it cost to advertise in The Archer?**

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 advert 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, 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)

For a quote for an advert, please contact us at least 3 days before the deadline (see answers to questions 5 & 6).

### **4. What discounts do you offer?**

If you decide to advertise in The Archer for several successive issues, we offer a discount for a single payment in full as follows:

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

## 5. When is the Copy Deadline?

The copy deadline for any given issue is the nearest Friday to the 14th of the month before the issue in question. It is 3 weeks before we start distributing the paper. The dates of the deadlines for the next three issues will always be found on page 2 of the current issue. Alternatively, go to our web site at: <http://www.the-archer.co.uk/contribute.php>

If you advertise with us for several months running, you are welcome to change your artwork at any time, provided we receive your instructions before the relevant copy deadline.

## 6. How can we contact you about advertising?

Contact us for advice and a quote without obligation, by emailing us on: [advertising@the-archer.co.uk](mailto:advertising@the-archer.co.uk), leave us a voicemail on: 0800 612 4027, go to our website at: <http://www.the-archer.co.uk>, or write to us at: The Archer, PO Box 3699, London, N2 2DE.

## 7. Can we produce our own artwork?

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) but we prefer you to email us your artwork in Adobe's Portable Document Format (PDF). This is our preferred format. Alternatively, you can send us a digital image (JPEG).

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 artwork 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 artwork should be saved as greyscale.

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

## 8. Can you design our advert for us?

We can design an advert for you if you would like to email your copy to us; there is no charge for this, but we can only do basic layouts. You can email pictures and graphics such as your logo to us as well and we will include them if there is room. 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.

## **9. How do we pay you?**

Once you have confirmed that you wish to advertise with us, 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.

The easiest way to pay us is by making an online transfer from your bank account to ours - details at the foot of the invoice. This is how most of our advertisers pay us.

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 regret we are unable to accept payment by credit or debit card.

## **10. Can we choose where our advert is placed in the paper?**

As our paper is read from cover to cover by most of our readers, we do not offer a choice of page, and we don't regard any given page as preferable placing, except for the front and back pages. However, please note that at present they both have their full complement of advertisements, and that is likely to remain the case for the foreseeable future.

Adverts are placed at the foot of each page. We do not offer preferential placing on the page.

## **11. Do you deliver leaflets?**

We regret we do not deliver leaflets, either as inserts or separately. We would advise you to go to a commercial deliverer such as Royal Mail.

## **12. Do you publish advertorial?**

We encourage people to submit articles for publication. They should be about events, issues and features of East Finchley. There is no charge for this, but all articles submitted will be judged on their own merits, and subject to editing where necessary.

We do not accept requests for paid-for articles (so-called advertorial), advertisements that are conditional on an article being published, or wrap arounds.

## **13. Do you accept classified adverts?**

We do not have a classified advert section, but you are welcome to enquire about the cost of our smaller sized adverts.