

# HI Courier

*The local community newspaper for Histon and Impington*

**This guide to sending electronic files is to assist you in producing and delivering your adverts for newspaper production.**

## SENDING YOUR ADVERT

In order to achieve the most fluid transport of your advert to Histon & Impington Courier, we recommend that you create a PDF (portable document format) file of your ad using Adobe's "PDF Distiller". To best accommodate you, we can also accept files in the following program formats.

- Adobe Acrobat (PDF Files)
- Adobe Illustrator
- Adobe InDesign / Photoshop
- High resolution jpg/tiff (300dpi)

## IMPORTANT NOTE

Please submit your artwork **AS YOU WISH IT TO APPEAR**. If you require help with simple formatting of your advert, we will be happy to help. Please contact us for more information: [advertising@hicourier.co.uk](mailto:advertising@hicourier.co.uk)

## DESIGN CHARGES

If you require artwork for your advert, we can provide you with suitable contacts. If you wish to have an advert created for you please contact us.

## DELIVERY OF ARTWORK

All artwork should be submitted wherever possible by email in print ready format to the Advertising Team.

Discs will be accepted if you are unable to email the advert. Please contact us for postal address:

## NAMING YOUR ADVERT FILE

File names should include: Your name, Publication and Issue date. See example below:

*kellogs\_courier\_July2009*

Advertiser (Your name): Kellogs

Publication: Courier

Issue date: July 2009 publication

## MAKE THE MOST OF YOUR ADVERT

Sometimes with advertising, it's hard to tell whether your budget has been wisely spent. As well as raising your profile and informing about new services or products, advertising can be a good way to bring in new and repeat customers, but how will you know if it's worked? Here are some tips to help you monitor responses to your advert and make your marketing budget go further:

- Ask customers to quote a code or bring a printed voucher when they respond to your advert/offer
- Use a hook - this can be something that won't cost you much but will attract customers attention, E.G:-
  - 10% off on production of this advert/on quoting code COUR1
  - Free coffee with every main meal with this Voucher/on quoting code COUR2
  - Voucher for Free toy/drink/£5 off your next visit, when you spend over £25
  - Half price MOT with every full car service when you show this advert/voucher/quote code ...
  - FREE initial consultation with this voucher
  - Remember to add a date up to which the offer is valid and ask new customers where they heard about you.

Be creative and it will pay dividends! For more advice on marketing your business please get in touch.

## HOW TO CONTACT US

In order to streamline our advertising process, where possible please contact us by email:

[advertising@hicourier.co.uk](mailto:advertising@hicourier.co.uk)

If you are unable to send us an email, you can use one of the telephone numbers below. Please remember that the HI Courier is run solely by unpaid volunteers. Please be patient and we will respond to you as soon as we can.

Charlotte: 01223 577006 or Tami: 01223 236026

It is a condition of acceptance of advertisement orders that the proprietors of the Histon & Impington Courier do not guarantee the insertion of a particular advertisement on a specified date, or at all, although every effort will be made to meet the wishes of advertisers; further they do not accept liability for any loss or damage caused by any error or inaccuracy in the printing or non appearance of any advertisement and reserve the right to edit or delete any objectionable wording or reject any advertisement. Although every advertisement is carefully checked, occasionally mistakes do occur. We therefore ask advertisers to assist us by checking their advertisements carefully and advise us immediately should an error occur. We regret that we cannot accept responsibility for more than ONE INCORRECT insertion and that no republication will be granted in case of typographical or minor changes which do not affect the value of the advertisement.

# BOOKING FORM

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

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

Email \_\_\_\_\_

Number of insertions:  1 Issue only  3 Issues  1 year (12 issues)

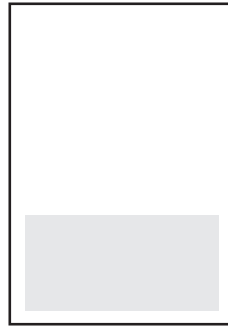
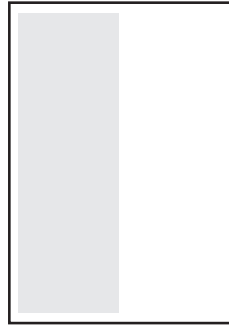
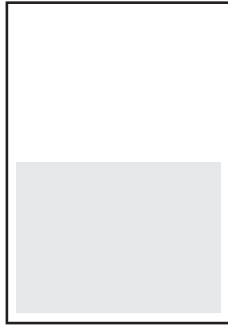
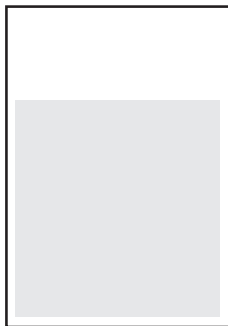
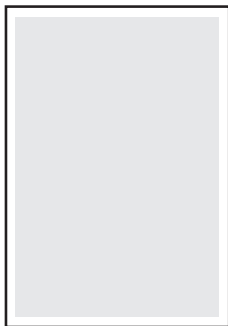
Premium Space\*:  Front page +25%  Back page +15% \* Subject to availability

First Insertion Issue date \_\_\_\_\_

Cheque enclosed for £ \_\_\_\_\_ made payable to 'Histon Impington Courier Ltd' and send to: Advertising Team, Histon and Impington Courier, PO Box 1161, Cambridge CB24 9XB

Signed \_\_\_\_\_ Date \_\_\_\_\_

**PLEASE INDICATE WHICH ADVERT SIZE YOU REQUIRE:**



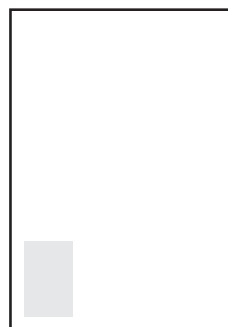
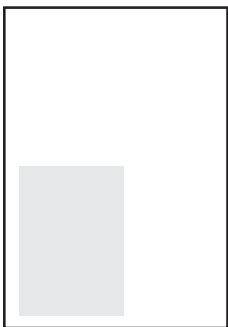
Full page	
Dimensions	268 x 335 mm
Price per Issue	£224
Price per Quarter	£571 / £190 pm
Price per Annum	£2160 / £180 pm

3/4 Horizontal	
Dimensions	268 x 250 mm
Price per Issue	£168
Price per Quarter	£428 / £143 pm
Price per Annum	£1608 / £134 pm

1/2 Horizontal	
Dimensions	268 x 165 mm
Price per Issue	£112
Price per Quarter	£285 / £95 pm
Price per Annum	£1080 / £90 pm

1/2 Vertical	
Dimensions	132 x 335 mm
Price per Issue	£112
Price per Quarter	£285 / £95 pm
Price per Annum	£1080 / £90 pm

1/3 Horizontal	
Dimensions	110 x 335 mm
Price per Issue	£75
Price per Quarter	£192 / £64 pm
Price per Annum	£720 / £60 pm



1/4 Portrait	
Dimensions	132 x 165 mm
Price per Issue	£56
Price per Quarter	£143 / £48 pm
Price per Annum	£540 / £45 pm

1/4 Horizontal	
Dimensions	268 x 81 mm
Price per Issue	£56
Price per Quarter	£143 / £48 pm
Price per Annum	£540 / £45 pm

1/4 Vertical slim	
Dimensions	64 x 335 mm
Price per Issue	£56
Price per Quarter	£143 / £48 pm
Price per Annum	£540 / £45 pm

1/8 Horizontal	
Dimensions	132 x 81 mm
Price per Issue	£28
Price per Quarter	£71 / £24 pm
Price per Annum	£276 / £23 pm

1/16 page	
Dimensions	64 x 81 mm
Price per Issue	£14
Price per Quarter	£36 / £12 pm
Price per Annum	£132 / £11 pm