

## SENDING ADVERTS BY EMAIL OR ON DISK CONT...

CONVERTING FONTS TO CURVES IN COREL DRAW  
ARRANGE » CONVERT TO CURVES (OR CTRL + Q)

CONVERTING FONTS TO OUTLINES IN ILLUSTRATOR  
TYPE » CREATE OUTLINES (OR SHIFT + CTRL/CMD + O)

## MICROSOFT WORD DOCUMENTS

Although the popular **Microsoft Word .doc** format is well suited to sending the text of an advert to the 'A&T' for publication, there are issues with this format which make it unsuitable for the creation of complete adverts.

One of the main problems concerns Word's automatic substitution of fonts. This can cause an advert created by a customer to look very different when printed from a computer that does not have the same fonts as the customers.

We recommend small office/home office customers wishing to make their own adverts to use the **Serif Page Plus** series of programs, or **Corel Draw**, both of which can make complete **PDF** files of your documents. **Microsoft Publisher** files can also be accepted as it warns of font substitution.

**If you application is not listed, please ask  
— we might be able to help**

## AREA SERVED

New Milton, Barton-on-Sea, Highcliffe, Christchurch, Milford-on-Sea, Brockenhurst, Burley, Lymington, Sway, Boldre, Beaulieu, Hythe, Fawley and Totton, Ringwood and Fordingbridge. In the centre coastline of the New Forest area and the outskirts of Bournemouth.

## SPECIAL CONDITIONS

The proprietors reserve the right to decline any advertisement copy of which they may not approve. They cannot hold themselves responsible for consequences due to error or non-insertion of any advertisement, although every effort is made to ensure accuracy.

## PAYMENT

What types of payment do you accept?

We accept **cash**, **cheque** and most **major credit/debit cards**. Card payments can be made in person or over the phone. We currently do not have any provision for internet payments.

Do I have to pay up-front or can I open an account?

For first-time advertisers we require you to pay for your **first four** adverts up-front. After which you will then be able to set up an account for you.

For classifieds and announcements we require you to pay up front, and will hold your advert until payment is completed.

## CONTACT

Who do I contact regarding...

### Classified and Semi-Display Advertisements

Front Office - any of our staff will be happy to help you.

Telephone: **01425 613384**

Fax: **01425 610257**

Email: [classifieds@advertiserandtimes.co.uk](mailto:classifieds@advertiserandtimes.co.uk)

Classifieds and Announcements wishing to avoid the £2.50 administration charge, need to have pre-paid before the deadline in order for the advertisement to appear in the current weeks edition.

### Display Advertisements

Jackie Lebborn (Advertising Manager)

Telephone: **01425 613384**

Fax: **01425 610257**

Email: [advertising@advertiserandtimes.co.uk](mailto:advertising@advertiserandtimes.co.uk)

All emails should be accompanied by a daytime contact telephone number and an invoicing address.

### News

Andy Sherwood (News Editor) or Ben Craig (Deputy News Editor)

Telephone: **01425 613384**

Email: [news@advertiserandtimes.co.uk](mailto:news@advertiserandtimes.co.uk)

### Sport

Dee Flanagan (Sports Editor)

Telephone: **01425 613384**

Email: [sport@advertiserandtimes.co.uk](mailto:sport@advertiserandtimes.co.uk)



# NEW MILTON ADVERTISER LYMINGTON TIMES

Your local independent weekly newspapers,  
available every Saturday, for only 35p



The map above shows the area covered by the "New Milton Advertiser" and "Lymington Times", whose combined average net weekly sales figure for the six months ending 30th June, 2010, was 21,048 copies.

The "Advertiser & Times" is undoubtedly the best and most economical advertising medium for this wealthy, residential and farming district situated between Bournemouth and Southampton, which also has a number of industries, including yacht building.

The attractions of the New Forest and the unspoilt natural charm of its coast attract large numbers of visitors annually.

## OPENING HOURS

Monday	8.30am - 5.00pm	
Tuesday	8.30am - 5.00pm	
Wednesday	8.30am - 5.00pm	
Thursday	9.00am - 1.00pm	2.00pm - 5.00pm
Friday	8.30am - 1.00pm	2.00pm - 5.00pm
Saturday	9.00am - 11.00am	

Advertiser & Times Series (Hants).  
62 Old Milton Road, New Milton, Hampshire BH25 6EH  
Tel: 01425 613384 Fax: 01425 610257  
[www.advertiserandtimes.co.uk](http://www.advertiserandtimes.co.uk)

## DEADLINES

BMDs = Births, Marriages, Deaths, etc. for Back Page Announcements.

WHOLE PAGE, HALF PAGE	Wednesday 12 noon
ESTATE AGENTS (we set)	Thursday 10.30am
RESTAURANTS, REST HOMES, PAGE 2 ADVERTS	Friday 12 noon
Please note the above days denote the week prior to publication, as the newspaper goes to print on Thursday morning.	
GARAGES, ESTATE AGENTS E-MAIL, SEMI-DISPLAY (accommodation), DISPLAY ADVERTS (run of paper)	Monday 10.30am
BMDs, SEMI-DISPLAY (general)	Tuesday 12 noon
SMALL CLASSIFIED ADVERTS	Wednesday 10.30 am

Earlier deadlines apply for Bank Holidays and Christmas/New Year

## CLASSIFIED SD/SV INC. VAT per single column cm

	SEMI DISPLAY	SITUATIONS VACANT
1cm	£4.08	£4.65
2cm	£8.16	£9.30
3cm	£12.24	£13.95
4cm	£16.32	£18.60
5cm	£20.40	£23.25
6cm	£24.48	£27.90
7cm	£28.56	£32.55
8cm	£32.64	£37.20
9cm	£36.72	£41.85
10cm	£40.80	£46.50
11cm	£44.88	£51.15
12cm	£48.96	£55.80

## COMBINED ADVERTISING RATES

### TRADE DISPLAYS

per single column cm (inc VAT @ 20%)

Front Page	£4.70
Inside Pages	£2.66
Motoring	£3.17
Display on Classified Pages	£4.08
Situations Vacant	£4.65
Property	£2.66
Public Notices	£7.40

## CLASSIFIED RATES

### RUN OF PAPER

Full Page	£1,191.80 (8 columns)	Half Page	£595.84 (8 columns)
-----------	-----------------------	-----------	---------------------

Prices include VAT

### SMALL CLASSIFIED ADVERTISEMENTS

Private	20p per word min. £4.00
Box Number	£5.00 per week inc. Postage
Coming Events	£4.50 maximum 6 lines (30 words)
Private Announcements, Births, Engagements, Deaths and Notices of Thanks	20p per word Minimum £4.00
Church Services	70p per line

An administration charge of £2.50 is charged for small advertisements not pre-paid, including Semi-Displays and all Situations Vacant advertisements, Public Notices, Coming Events and Private Announcements.

This charge fee can be avoided by pre-paying with cash, most credit/debit cards, or by cheque.

Copy for half page and full page advertisements is required 10/14 days in advance. Composite advertisements 2½/3 weeks prior. Booking well in advanced is advised.

## ADVERTISEMENT CREATION

Can I create the advertisement myself?

Yes! You are most welcome to create your advert yourself. However we do have a few guidelines for you to follow.

### Self-created advertisement guidelines

When creating your advertisement please create the document to size. This can be done when creating the new file and setting the page size to the size of your advert, rather than just creating it on an A4 page. If you're unsure of your advert size, please contact us.

Please take a moment to consider the fonts you are using.

**Are you using too many?** Using too many fonts can look busy and untidy. **Are they easy to read?** Sometimes fancy fonts just aren't suitable for important information

**We do not recommend the use of 'light/thin' weight typefaces in advertisements.** This is especially true when light type is placed on a dark background (WoB - White on Black).

As we are a black and white publication we ask that adverts are **created in greyscale.** This means that contrast is an issue. Tones of similar greys on top of each other will not print clearly. Whereas a very dark grey (70% for example) or black on top of a light grey or white background (no less than 15% black) will be a lot clearer.

**If you've created an advertisement but are unsure about anything, please feel free to call the office and we will be able to advise you.**

### RECOMMENDED PROGRAMS

Corel Draw, Adobe Illustrator, Adobe InDesign, QuarkXpress, Serif Page Plus, Microsoft Publisher

### UNSUITABLE PROGRAMS

Adobe Photoshop, Microsoft Powerpoint, Microsoft Excel, Microsoft Word



Will you create an advert for me?

Yes! We are able to create your advert for you at no extra cost. Please enquire for details

If you wish us to create your advertisement for you, please be aware that we will need the copy a few days earlier than if you create it yourself. To supply us with copy you can either bring it in in person or email us digital files at [advertising@advertiserandtimes.co.uk](mailto:advertising@advertiserandtimes.co.uk) or [nma@globalnet.co.uk](mailto:nma@globalnet.co.uk) \*

\* Please only send to one of the above email addresses, not both.

### What file formats should I send copy and images for adverts created by the 'A&T'?

Text for advertisements can be sent as a word document or simply pasted into an email, so long as it is clearly indicated that it is advert copy.

For images, **JPEGs are preferred for photographs.** These should be of a suitable resolution i.e. of a large physical size and/or 150dpi+.

**EPS files are preferred for company logos** if the application creating them has the ability to **convert all fonts to curves/outlines** i.e.

**Corel Draw, Adobe Illustrator.** If you are unable to supply an eps/vector logo we may be able to scan them from high quality printed business cards or letterheads and have them professionally recreated in-house.

**LOGOS/PHOTOS TAKEN FROM THE INTERNET/WEBSITES ARE NOT OF A HIGH ENOUGH QUALITY FOR PRINT.**

## SENDING ADVERTS BY EMAIL OR ON DISK

What file formats do you accept for self-created adverts?

Our preferred file format is **.PDF**  
**ALL PDFs must be version Acrobat 4 (PDF 1.3)**

How do I get my advertisement or copy to you?

You can send your files to us via **email** or on **CD/DVD** or **USB Stick**.

The email addresses for advertisements are:  
[advertising@advertiserandtimes.co.uk](mailto:advertising@advertiserandtimes.co.uk) or  
[nma@globalnet.co.uk](mailto:nma@globalnet.co.uk) \*

\* Please only send to one of the above email addresses, not both.

### .PDF SETTINGS

**Acrobat Distiller settings:** Set job options to **PRINT OPTIMISED.** Check that **Embed All Fonts** is **ticked** and Resolution is set to **1200 dpi.**

**InDesign** Please export your file as a PDF, to do this go to **File » Export (or CTRL/CMD + E).** Make sure the 'Save as' type is set to Adobe PDF.

Then choose '**Adobe PDF preset: [PDF/X-3:2002] and Compatibility: Acrobat 4 (PDF 1.3)**'

**Although not preferred, we are able to accept Photoshop PDF from versions CS3 or above**

If you do not have **Acrobat Distiller**, but have **Adobe Illustrator** you can export your Quark files as an EPS to **Illustrator** and create a **PDF** from **Illustrator.**

We can accept application files from **Corel Draw (up to X4), Adobe Illustrator (up to CS3)** and Adobe **InDesign (up to CS3)** – but in **ALL** cases you **MUST SUPPLY COPIES** of the fonts used which are not in standard Windows or Adobe Type Manager sets.