

NEW MILTON ADVERTISER & LYMINGTON TIMES



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



The map to the left 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 December 2011, was 19,566 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.

OUR OLD MILTON ROAD OFFICES ARE OPEN 6 DAYS A WEEK

Monday-Wednesday 8.30am - 5pm
Friday 8.30am-1pm & 2pm-5pm

Thursday 9am-1pm and 2pm-5pm
Saturday 9am-11am

DEADLINES

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

WHOLE PAGE, HALF PAGE	Weds 12 noon
ESTATE AGENTS (we set)	Thurs 10.30am
RESTAURANTS, REST HOMES, PAGE 2 ADVERTS	Fri 12noon
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)	Mon 10.30am
BMDs, SEMI-DISPLAY (general)	Tues 12noon
SMALL CLASSIFIED ADVERTS	Weds 10.30am

EARLIER DEADLINES APPLY FOR BANK HOLIDAYS AND CHRISTMAS, NEW YEAR AND EASTER PLEASE CHECK THE 'PAPER OR CALL FOR DETAILS

Average sales net weekly (audited)
30th December 2011:
New Milton Advertiser 8,978
Lymington Times 10,588

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

How much does it cost to advertise?



CLASSIFIED SD/SV INC. VAT per single column cm

+ £2.50
ADMIN CHARGE
IF NOT
PRE-PAID

	SEMI DISPLAY	SITUATIONS VACANT
1cm	£4.30	£5.00
2cm	£8.60	£10.00
3cm	£12.90	£15.00
4cm	£17.20	20.00
5cm	£24.50	£25.00
6cm	£25.80	£30.00
7cm	£30.10	£35.00
8cm	£34.40	£40.00
9cm	£38.70	£45.00
10cm	£43.00	£50.00
11cm	£47.30	£55.00
12cm	£51.60	£60.00

COMBINED ADVERTISING RATES

BOTH
PAPERS
INCLUSIVE

TRADE DISPLAYS

per single column cm (inc VAT @ 20%)

Front Page	£5.00
Inside Pages	£2.85
Motoring	£3.35
Display on Classified Pages	£4.30
Situations Vacant	£5.00
Property	£2.85
Public Notices	£8.00

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

PRICES
INCLUDE
VAT

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

RUN OF PAPER

Full Page	£1,276.80 (8 columns)
Half Page	£638.40 (8 columns)

SMALL CLASSIFIED ADVERTISEMENTS

Private	22p per word Minimum £4.00
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Box Number £5.50 per week inc. Postage

Coming Events	£4.50 maximum 6 lines (30 words)
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Private Announcements, Births, Engagements, Deaths and Notices of Thanks	22p per word Minimum £4.00
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Church Services	75p per line
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Copy for half page and full page advertisements is required 10/14 days in advance. Composite advertisements 2½/3 weeks prior. Booking well in advance is advised.

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.

If you have any questions about sizes, prices or any other advertising related queries please call us on

01425 613384



Can you help me with advertisement creation?



Can I create the advertisement myself?

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

RECOMMENDED PROGRAMS

(Desktop Publishing & Vector-based programs)

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

UNSUITABLE PROGRAMS

(Small Office & Raster/Bitmap Imaging software)

Adobe Photoshop, Microsoft Word, Microsoft Powerpoint, Microsoft Excel

ADVERT CREATION HINTS & TIPS

When creating your advertisement please try to 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).

The way a newspaper press prints means that bleeding can occur, causing the letters to not print clearly or fill in with ink.

JOE BLOGGS
BUSINESS

JOE BLOGGS
BUSINESS



Helvetica
35 Thin

JOE BLOGGS
BUSINESS

JOE BLOGGS
BUSINESS



Helvetica
55 Roman

**JOE BLOGGS
BUSINESS**

**JOE BLOGGS
BUSINESS**



**Helvetica
85 Heavy**

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.

100% Black

70%
Black



**NOT ENOUGH
CONTRAST**

20% Black

35%
Black

100% Black

0%
Black



**GOOD AMOUNT
OF CONTRAST**

20% Black

70%
Black

WORKING WITH IMAGES FOR BLACK & WHITE PRINT

When considering images for your advert there are a few things to bear in mind.

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

In order for photographs to print well you may need to do a small amount of post-production

(editing) work. We advise that you lighten the images, and apply some sharpening in order to make them 'pop'. As a black and white news press prints on the dark side, this also helps prevent overly dark images. While your photo may look a little washed out on-screen, when printed it should look fine.

Examples of this can be seen below



LIGHT AND SHARPENED



TOO DARK



LIGHT AND SHARPENED

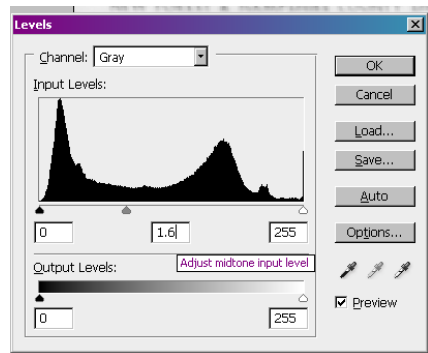


TOO DARK

After greyscaling an image, we recommend increasing the brightness by between 1.3-2.0 (depending on how dark the image is), via the levels palette (Adjust Midtone Input Level - centre box).

We also recommend adding some unsharp mask, roughly 125-150% (Lighter images require a little more sharpening).

(These settings are taken from Adobe Photoshop)



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



PLEASE DO NOT SUPPLY PNG OR GIF FILES FOR LOGOS OR IMAGERY.

These formats are more suited to a screen/web environment and are not likely to be of a high enough quality for print work.

We also cannot guarantee that they will print correctly when processed by our RIP (printers).



Will you create an advert for me?

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 person or email us digital files at

advertising@advertiserandtimes.co.uk
nma@globalnet.co.uk *

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

How should I send Text 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+. Please try to avoid editing them yourself as we will resize, crop and edit them as necessary so they are suitable for your advertisement.

Please do not supply PNG or GIF files for logos or imagery. These formats are more suited to a screen/web environment and are not likely to be of a high enough quality for print work.

We also cannot guarantee that they [PNG/GIF] will print correctly when processed by our RIP (printers).

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**. You may well have a copy of your logo as an **.eps** from when it was originally created by a designer. If not you may be able to contact them and request one.

If you are unable to supply or get hold of 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.

SENDING ADVERTS BY EMAIL OR ON DISK

What file formats do you accept for submitted adverts?

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

How do I get my advertisement or copy to you?

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

The email addresses for advertisements are:
advertising@advertiserandtimes.co.uk
nma@globalnet.co.uk *

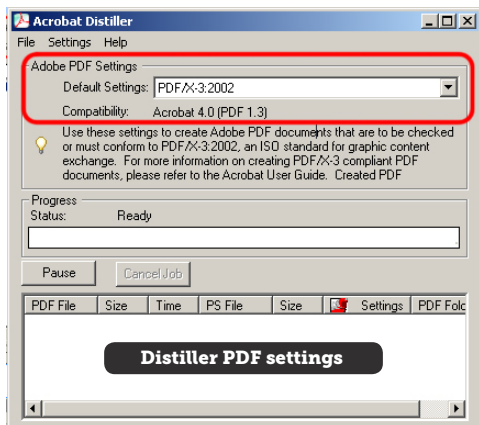
* Please only send to one of the above addresses, not both.

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



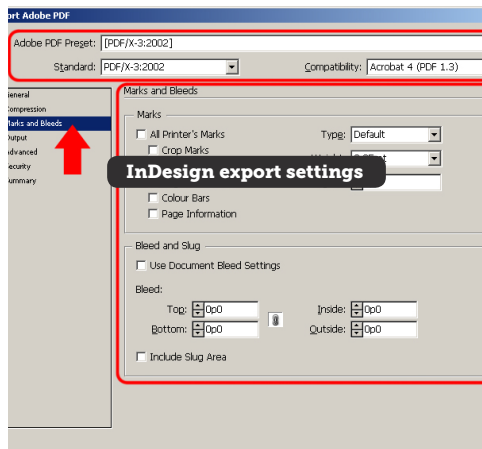
.PDF SETTINGS

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)**'



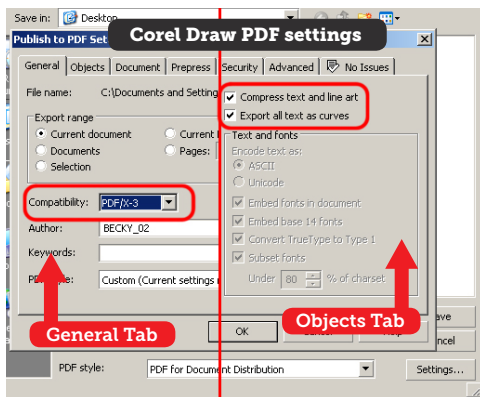
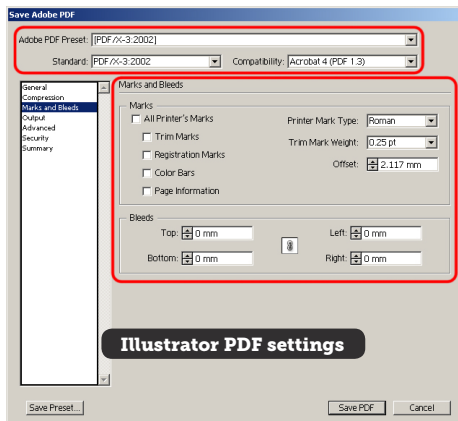


.PDF SETTINGS Continued...

Although not preferred, we are able to accept **Photoshop PDF** from versions **CS3 or above** (Please **DO NOT** Flatten the image)

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.



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.

Technical Data



COLUMN WIDTHS

1	47 mm
2	97 mm
3	147 mm
4	198 mm
5	249 mm
6	300 mm
8	403 mm

MECHANICAL DATA

Page type area	(8 Columns) 560 x 403mm
Column length	560mm
Column width	47mm
BLACK & WHITE ONLY	
DI-LITHO	Halftone screen 70 lpi (lines per inch)



Do you have an overview of accepted file types?

Please see below. If you have any questions you can call the office on 01425 613384

FILE TYPE	ACCEPTED	VERSION	NOTES
.PDF	✓	4 (1.3)	PREFERRED FORMAT MUST be Acrobat 4 (PDF 1.3)
Photoshop .PDF	✓	CS3 +	Although not preferred, accepted from CS3 and above MUST be Acrobat 4 (PDF 1.3)
.EPS	✓		Fonts MUST be converted to Curves/Outlines. Also accepted file format for company logos.
.DOC/.DOCX (Word)	✓		Accepted for copy* Not preferred for completed adverts†
.PUB (Publisher)	✓		PDF PREFERRED. Otherwise use standard Windows/Adobe fonts or supply non-standard fonts.
.CDR (Corel Draw)	✓	Up to x3	EPS/PDF preferred Please convert fonts to curves.
.INDD/.AI/.PSD	✓	Up to CS3	Please export/save as PDF
.PPP (Serif Page Plus)	✓	upto 11	PDF Preferred Otherwise use standard Windows/Adobe fonts or supply non-standard fonts.
.PPT (Powerpoint)	✗		UNSUITABLE FOR PRINT
.XLS (Excel)	✗		UNSUITABLE FOR PRINT
.JPG/.JPEG	✓	High Quality	Accepted for copy* Accepted for complete adverts on case-by-case basis
.TIF/.TIFF	✓	High Quality	Accepted for copy* Accepted for complete adverts on case-by-case basis
.GIF	✗		Web/screen quality image. Unsuitable for print
.PNG	✗		Web/screen quality image. Unsuitable for print

* Copy refers to text and images sent to the A&T for use in creation of an advertisement

† Please refer to common issues regarding the use of Microsoft Word for advert creation (p.6)



Please note: **We do NOT require Crop Marks, Bleed or Slug on supplied artwork.**

If you can't see your file type listed, please contact us and we shall endeavour to assist you.

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

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

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

NEWS

Andy Sherwood

Telephone: **01425 613384**

Email: news@advertiserandtimes.co.uk

SPORT

Dee Flanagan (Sports Editor)

Telephone: **01425 613384**

Email: sport@advertiserandtimes.co.uk

