

GUIDANCE FOR ADVERTISERS 2011

Perran News is dependent on advertisers to keep going as a free village newspaper. We have a group of loyal advertisers to whom we are most grateful for support. Despite being an amateur production most people feel that *Perran News* provides very effective good value local advertising. *Perran News* is a non-profit making organisation whose staff is unpaid, and I would stress, again, are amateurs.

We have not increased advertising costs since 2005. This year there has been a dramatic increase in printing costs, so unfortunately we have had to increase advertising charges for 2011. These are the costs per issue for all adverts which do not require changing through the year or complicated artwork. There is a small pro rata discount for whole and half page adverts for a year. It still represents exceptional value for advertisers.

2011

1/12	A4 page	per issue	£5	per annum (10 issues)	£50
1/6	A4 page	per Issue	£10	per annum (10 issues)	£95
¼	A4 page	per issue	£15	per annum (10 issues)	£130
½	A4 page	per issue	£30	per annum (10 issues)	£260
Whole	A4 page	per issue	£60	per annum (10 issues)	£500

We are happy to advertise village organisation events, public notices etc, which are one-off and non-commercial for free. However, it is too expensive to give free whole page advertising, so the size of adverts will be dependent on space and where they can be fitted in. We will always try and be reasonable and accommodating as far as space and time constraints allow. The compilers and advertising coordinator reserve the right to arbitrate on these matters; donations to *Perran News* in support of such advertising are always welcome.

Plain black and white line drawings reproduce best in *Perran News*. If you have a fancy graphic which will need scaling then a good quality proof art work will be necessary, *Perran News* advertising co-ordinator needs to be contacted to see what is workable with the printers. We do not have the resources to provide sophisticated graphic manipulation. Copies of newspaper adverts from other newspapers are impossible to reproduce well and photographs particularly if they are dark are also often difficult to get a good reproduction. Anything submitted on other than white paper will give a muddy background appearance. If a poor original is sent for scanning then it will look even worse when reproduced. The best way to submit an advert is as a .jpg file or .tif file on a CD or by email. These are then reproducible and scalable to fit easily.

If time and extra work is required by the printers to accommodate particular desires of advertisers an additional charge will be levied to cover the costs. I suggest that all potential advertisers look at a recent issue of *Perran News* and see what looks good and what doesn't. The simple graphics with clear black type seem to be the most effective.

Perran News people are listed in the directory.

Beverlie Horton our treasurer is currently also our advertising coordinator and can be contacted on perrannewsads@gmail.com

Cheques should be made payable to *Perran News* and sent to Beverlie Horton, *Perran News* Treasurer, The Hollies, Silver Hill, Perranwell Station, Truro TR3 7LP.

Thank you.
Mark Gripper