



Guidance for Advertisers

More information for advertisers can be found online at

<https://wendovernews.co.uk/advertising/>

Contact us about advertising

Email: advertising@wendovernews.org

Telephone: 07340 993 802

Foreword

You'll find useful tips on planning and supplying advertising here, whether you are just starting up in business, or an expert on advertising and print production. The first few pages address the questions that most beginners ask about using advertising as part of their marketing strategy.

Later parts of the document discuss the specifics of Wendover News as a publication, before going to explain the technical aspects for professional graphics designers. The final page lists some people in the Wendover area who can put together a professional-looking advertisement for you, if you don't want to try doing it for yourself.

Planning your advertisement

Start by looking at ads in [recent copies of Wendover News](#) online and in the printed version. Which ones get your attention? Which ones carry the best marketing message? Which are easy to read, and which are difficult? Which portray the sort of image you want to project?

Do you want a 'big hit' impact, or a steady trickle to build familiarity? If you have a big launch event coming up or need to bring attention to a major change in your business, consider a full-page ad. We can handle 'full bleed' for full-page ads (that's when the edge of the ad's image goes off the side of the page), by arrangement. Full-page ads will ensure that everybody notices you, and are certainly worth it if you need that level of impact and have the budget. Buying a full-page ad is also a good idea if you want to show your appreciation for Wendover News – the income from a

full-page pays for about one and a half pages of quality editorial content for the benefit of the local community.

If you have a modest budget and just need a regular flow of new customers coming through every month, then it makes sense to pitch your advert accordingly. Over the years, many small traders and tradespeople have done quite well with just a small, 1/24th page ad – smaller than a business card. If somebody has the need for a specific type of problem to be fixed, such as by a tradesperson, the first thing they will do is look for somebody local who will do the job without charging an exorbitant amount for travelling to Wendover

If your business is seasonal, you could take a small ad for eight months of the year, then a large-sized one when leading up to your period of maximum opportunity, and medium ones at other times, for example. Contact us for details.

Producing your advertisement

Producing a simple ad is quite straightforward if you have the right software and the skills to use it. For most people, it's best to hand the job over to somebody who produces artwork for a living. As well as having the technical skills to meet our specification for the graphic, they will probably have ideas and knowledge of how to make your ad 'work' on the page. There is a list of local designers at the end of this document (see Annex).

The right sort of content...

The easiest way to work out how much content will fit in your ad is to look at some of the ads in the latest edition of Wendover News and assess them for readability. Some small traders have done very well with a very small ad that just gives their name, contact details and a five-word (or fewer) description of what they do. Small ads with too many words or confusing graphics, just don't get read.

A competent graphic designer will be able to advise you on the best way to get your message across without making your ad too 'busy'. Limit the number of fonts to just two; perhaps one for a headline or tagline, and another for the rest of the content. If you have a typographic (text) logo, then only use one other font.

Get somebody else to check the spellings and contact details (everyone misses their own mistakes). Ask them to phone the number, access your website from the URL on the advert and send an email to the address on it.

Be aware that you need to have permission (and sometimes pay royalties), to include a photograph in your ad, if it is not one you commissioned or took personally. You can often make up a good ad by using 'clip art'. Be aware that even clipart might

be protected by copyright or need a royalty fee – but there is still plenty of it out there that you can use for free, if you include the word ‘free’ in your online search.

If you are using photographs, clipart or non-standard fonts in your advert, they will need to be incorporated into the electronic file you give to us, to avoid problems in the print process. The easiest way to do this is to create a PDF (see below) as this contains everything needed to print your ad.

When we are making up the pages of Wendover News, any ads that don’t have a conspicuous edge are given a .25pt grey border to delineate them from the content of the page and adjacent adverts. If the background of your ad has a light tint, this grey border can make them look very classy.

The sizes given on the rate card are nominal. When placing your ad on the page, we will fit it to a frame in such a way that it presents the ad at its best in the context of other content. The actual print size may therefore be very slightly larger or smaller than advertised.

Image resolution

Wendover News prefers any bitmapped images (i.e. photographs, most clipart, screengrabs, scanned logos etc) to be supplied with a resolution of at least 300 dpi *at the final size as printed on the page*. There’s a bit of wriggle room, but anything less than 200 dpi may look bad in print - it may be blurred or jagged or both. If it’s more than 300 dpi, that’s no problem.

Here’s what that means. When you print images, especially photographs and some other types of graphics, the resolution is an important factor in the quality you see. Resolution means the density of image points (technically called pixels, but most people call them dots) to a given measure. So when we say “Wendover News ideally needs images to have a resolution of at least 300 dpi (dots per inch) *at the final size as printed on the page*,” the last part in italics is the important bit, and can be hard to understand.

At this point, we should explain that Wendover News has a secret weapon called Simon. Simon is probably the most qualified person in the UK to talk about print, publishing and anything you would want to look at on a screen or page. He always has a short snappy answer to technical questions, and we absolutely love having him on our volunteer team because we learn so much from him. But here’s his longer version...

“...For one thing, dpi uses inches due to the US influence on computing, whereas most of us, including Wendover News and our printers, use metric for everyday measurements. Fortunately most imaging programs

can work in metric dimensions while still giving you a resolution readout in dpi. If you really want to stay all-metric, then 300 dpi is about 120 dots/cm.

Digital camera and phone files, or screengrabs often start at a nominal 72 dpi, but this is actually fairly meaningless and confuses a lot of people. What really matters is the total number of dots/pixels you have to start with, and what happens when you squeeze them together (or stretch them out) to make the final size that you want to see them on the printed page.

Say for example, you have a typical digital camera photograph of 4,000 pixels wide and 3,000 deep, and want to print this to fill a half page ad width in Wendover News. Half a page is 97mm or 9.7cm, so if you shrink your 3,000 pixels into that you get a resolution of 309 dots per cm, or 784 dpi. That's more than twice what we need, so it'll print just fine.

However, say you have a small logo that you've perhaps scanned from somewhere or found in a clipart library, and it's only about 200 pixels wide. If you want that to fill most of that half page width, it will enlarge to give only 20 pixels/cm, ie just 50 dpi. It will look very jagged or blurred, or both.

If instead you print that 200 pixel image at 300 dpi, it will only be about 1.7cm wide, and while you could stretch it to maybe 2.5cm, any more than that will start to look bad. That may be fine if you're happy with a small logo in your ad."

Resolution need not be complicated as long as you understand roughly how it works! If in doubt, ask us to check your file.

File formats

PDF: The preferred format: Provided the content has been produced properly and carefully checked, a PDF file is almost foolproof. Use either one of the "print quality" settings in the output menu options, or preferably either PDF/X-1a or PDF/X-4. It allows us to make adjustments to the size of the ad on the page, with no degradation to the printed output.

Furthermore, PDFs embed fonts into the file so that neither ourselves, nor the printer, need to buy them or have them loaded on our systems. Photographs, other graphical elements, shapes, colours and anything else needed to print, are all automatically included in the PDF.

During the production press, we carry out a number of technical checks which can pick up on a number of faults, such as the use of embedded spot colours, or too-low image resolutions, which may not print as expected.

JPEG, PNG, PSD or TIFF bitmap files: If you must, but see the section on resolution and we ask for 300 dpi at the final printed size on the page.

Word files (.DOCX): not for laid-out designs and not with embedded photographs. We can take ordinary text as Word files if we are creating the design for you, but please send any photographs or other images as separate files, at the 300dpi resolution as discussed elsewhere.

Professional layout program native files: We can accept InDesign (.INDD/.IDML, but must be “packages” with all elements included), Illustrator (.AI) or .EPS files, but not native files from other design programs such as CorelDraw, QuarkXPress, Affinity Publisher/Designer or Microsoft Publisher. However, all of these give you the option to export PDFs, which are better for us anyway. Embedded bitmap files need to be 300 dpi at the final printed size.

Excel spreadsheets (.XLSX): Definitely not please.

Why we like to receive your file in plenty of time...

Collating the copy and ads for an edition of Wendover News can be quite a task. Much of the process relies on the goodwill and availability of volunteers who work together to make the publication so good. By the time all the components are put on the page, checked, sent to the printer and returned as printed publications, it will have taken two and a half weeks. Distribution can take a further five to seven days, so a start needs to be made very early in the month. For example; a Christmas edition will be started during the first week of November, long before the elves at the north pole have even started wrapping up presents.

The last thing anybody wants to discover just before the print deadline is that a submitted ad file is not suitable for printing and won't 'work' in the publication. We publish a date both online and in every edition of Wendover News, informing contributors and advertisers the date when we would like advertising artwork sent in. The 'stretch' deadline is five days later and we cannot take advertising artwork presented after 17:00 on that day.

One last thing. When we get loads of files sent together, and they all have titles like 'Advert for wendover news, final B65j9 GH.pdf', it becomes quite difficult to work out which one is which after they get into our system. Please put your name on it and just enough to identify where it came from or what it is for. Also, we prefer just to get the absolute, definitive, this is the one, ready-to-go-on the page, yay, file. Not all the ones you tweak in the hours leading up to our print deadline...

If you choose to design and make up your own ad artwork, you should ensure that you fully understand the technical specifications, and the reasons we have them, before you start.

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Annex: A list of local graphic designers

This list is provided by Wendover News Ltd for the convenience of our customers. Inclusion on the list does not constitute an endorsement. Terms for the preparation of artwork should be negotiated directly with the listed company. Wendover News does not take commission from any of these companies in exchange for their inclusion on this list. The list is in alphabetical order by surname or trading name. A [V] at the end of their entry means that they are also volunteers for Wendover News in their spare time, and is not a reference to their dietary preferences...

- Robin Boulton (% A little Bird Told Me, The Barn Courtyard, 25 The High St, Wendover). 07966 448820. Email: itchrb@mac.com [V]
- Anthony Duke, 86 Tring Road, Wendover, HP22 6NX. Email: anthony@dukedesign.co.uk
- Simon Eccles, Wendover. 07850 575148. Email: simon@ecclesnet.com [V]
- Cheryl Marley, Marley Design www.marley-design.co.uk, Wendover. 078582 78672. Email: cheryl@marley-design.co.uk
- Emma K Taylor, EKN Design ekndesign.co.uk, Wendover. 07736 302 241. Email: emma@ekndesign.co.uk