

# Press Advertising:

*International, national and regional newspaper and magazines*



## National & Regional Press Advertising

Q. Why use an Agency for your press advertising?

A. Because it will save you TIME and MONEY!

It all comes down to time, cost and experience. Controlling a large campaign can be a full-time job on which your company may not want to expend the resources. Smaller jobs might be manageable, but to get everything right first time and on time takes experience. Furthermore, with smaller budgets it is surely all the more crucial to be placing exactly the right ad to maximise your response.

Q. Why choose New Horizons?

A. Because we work harder and serve you better.

Your business will benefit with our help in any or all of these ways. We will:

- Guide you in your choice of the most appropriate publications
- Design effective advertisements with or without input from your ideas
- Order and book the advertising for you and eliminate copyflow problems
- Bring alternative cost-effective media to your attention which you may not yet have thought of

We can take care of all your press advertising needs and save you valuable time. We'll make sure your ads are as good as they can be to maximise your response, saving you money. We'll book the ads on your behalf, saving you even more time, and usually save you even more money too because we have already negotiated lower rates in all of the mainstream publications. The time you save will be multiplied the more ads you book because now they can all be handled with just one fax, email or phone call. And you'll only have one bill instead of several which saves time with your accounting.

Plus there could be EXTRA discount for some series bookings. When you want to place a run, just one call or fax does it, and we will often be able to cut your costs still further.

Apart from our artwork charges (which are low compared with industry standards) our fees are usually covered in full by our agency commissions from the publication concerned - therefore all this costs you nothing!

When comparing the differences between agencies it's a good idea to look closely at the charging scheme for the administration items, which on a large account can accumulate to a significant figure. (New Horizons' planning/booking/administration and artwork fees are positioned well below industry standards at £15 and £30 + vat per hour respectively).

If you are planning to advertise regularly, it's a fact that you could save hundreds or even thousands of pounds per year, just by making your bookings through New Horizons.

### Deadlines

As if that's not enough, we can access low-cost "deadline" space for you, normally only offered by the newspaper to large, regular advertisers. Once we know your requirements and budget we can contact you when appropriate late space is available, close to the deadline. A quick decision will usually be required and it's a good idea to have your artwork ready on file for when these bargain opportunities arise.

"Good Ads Cost The Same As Bad Ones!"

To maximise your advertising budget you'll want to make the best possible use of your valuable space. We have designed scores of very successful ads for our customers and we can do the same for your company too. An eye-catching ad can multiply your response several times, so you can see how your investment in professional artwork can easily pay for itself many times over.

Some of our customers prefer to design their own ads. If you wish to supply camera-ready artwork that's fine, although if your ad is on our system we can transmit it in minutes to anywhere you want, which can be handy if you want the advantage of access to deadline space.

### Resources and Targeting

We have access to databases containing readership and demographics information for over 90% of national and regional UK titles which enables us to optimise your coverage by locating the most appropriate titles.

### Display Advertising

Display advertising means placing a "box" ad. The size of the box can be anything you like, from little more than the size of a matchbox to a double-page spread.

Experience shows that your response is likely to increase week by week as credibility builds from a regular appearance. We therefore recommend at least a month-run to get the best from your advertising. This can become quite expensive so we usually recommend a run of smaller ads rather than a couple of larger ones but that's up to you.

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## National & Regional Press Advertising Continued...

Booking is easy. Send or fax your proposed ad, or just call to plan it by phone and leave the rest to us. See the price guide for examples from some of the most popular papers. In many cases we will be able to buy the space for you at a substantially lower rate than the publication's normal or "ratecard" rate.

### Low-Cost Lineage Advertising

Advertising by the line can often be the most cost-effective way to get a short message or web address in front of millions of readers. Lineage advertising is popular and can give a very good-value response at as little as one third of the cost of a small display ad. in the same paper.

These ads are charged by the number of lines your words occupy. Our advice is "every word is crucial" - you will get between ZERO and several tens of enquiries depending on what you say! Punctuation and abbreviation are important; for example - just one comma can make the difference between your ad taking up either 5 or 6 lines. For the keenest value we need to establish the right compromise between good legibility and potentially distracting over-abbreviation. As a very approximate guide, a five line ad will allow about 16 words and a telephone number. If you want help with wording, we are happy to guide you based on our experience, although the final decision is yours.

Because they are inexpensive you could consider running a lineage ad as well as your display ad in the same newspaper if you still need more leads. Another factor in your response is frequency of appearance. As with display advertising we know that your response is likely to increase week by week as credibility builds from a regular appearance, but only up to a point. Armed with this information, you can monitor your response carefully and when your calls decline, try a different paper.

Don't learn the hard way. We have a wealth of experience and all you have to do is ask!