

## Local Press Ads

Press ads will enable the message to be conveyed at a local level in an environment that your audience is particularly comfortable with. Local press is your most appropriate route to gaining exposure of the core message and raising awareness. You will know the best local press titles for your area. We have created the ads in colour and mono, but we would recommend that you use colour as it has greater standout.

How do I use it?

The ad has been developed based on the template of the national press ad but with the option for you to tailor it with your logo, your version of the bus pass and your own details on the call to action. You can also add any additional terms and conditions you may have.

Two sizes of ad have been developed – a full page and a half page. This provides you with some flexibility in the advertising space that you can book.

What do I need to do?

1. If you haven't already, download the PDF(s) of the press ad(s) from the DfT website as this will show you what can be tailored and what additional content you might want to add.

2. Contact the publications that you would like to advertise in. Agree a rate for the advertisement, where it will appear in the publication and the date(s) the ad will run.

The publication will advise you of the exact dimensions of their full page or half page ads and the copy deadline (the date by which they need to receive the artwork for the ad). **You will then need to arrange to have the ad re-sized to the exact dimensions that the publication has provided and for it to be submitted to them in the file format they require. The publication may have a studio department that can do the re-sizing for you or advise you on where to go for this service.**

3. Email the zip file(s) you have downloaded from the DfT website to whoever is doing the re-sizing and supplying the ad for you. The zip file contains all of the artwork files, images and fonts required - **do not attempt to open the artwork files contained within the zip file as they may corrupt**. You will also need to provide them with:

- confirmation that the artwork files are Quark 6.5 open (editable) files
- a high resolution version of your logo
- a high resolution version of your new bus pass with your logo added to it
- your call to action (if you want to change it from the default one)
- any additional terms and conditions specific to the entitlements in your area.

The studio creating your ad should send you a proof for you to check and approve before they submit the ad to the publication.

This process will need to be repeated for each publication that you run the ad in.

NB: Please ensure your printer/studio read the font licence agreement contained within the zip file