

Am Pàipear

Guide to Advertising 2017

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ABOUT US

Am Pàipear is a community newspaper based on the Isle of Benbecula in the Outer Hebrides, Scotland.

Published at the beginning of every month and covering news and sport from the Uist island-chain – spanning from Berneray to Eriskay – **Am Pàipear** is a high-quality, diverse and modern newspaper.

Still based in the community in which it was established in 1976, **Am Pàipear** has a strong reputation for thorough, impartial journalism and across-the-board coverage of news and events in the islands.

Continually enjoying exceptionally high sales – approximately one copy is sold for every two individuals in its area – the paper is very much a part of life and culture in its locality.

In addition to being much enjoyed by its readership, **Am Pàipear** is also widely respected by colleagues in the industry. It is a record six-time winner of the title ‘Highlands and Islands Community Newspaper of the Year’, and recipient of the award for ‘Best Use of Digital Media’ in 2015.

BENEFITS OF ADVERTISING

If you are looking to spread the word about an event or service offered to the Uist community, an advertisement in **Am Pàipear** is sure to reach your target audience.

Approximately one copy is sold for every two individuals resident between Berneray and Eriskay - an exceptionally high saturation level for any newspaper. As such, by promoting your business or event in **Am Pàipear**, you can be sure it will be noticed by a very high proportion of the community.

WHAT CAN YOU ADVERTISE?

If your activity is commercial, then any promotion must be paid for in **Am Pàipear**. We cannot accept articles or notices which seek to publicise business activity or details such as opening hours without taking payment.

Examples of advertisements: business adverts detailing services on offer; job vacancies; items for sale; meetings; academic courses and community classes; business opening hours, functions and promotions; public notices.

HOW CAN WE HELP?

Staff at **Am Pàipear** are all highly experienced in dealing with a broad range of advertising clients. They will be happy to assist you in selecting a size, placing, and regularity of booking to maximise benefit for your business within your budget.

We can design adverts in consultation with clients **free of charge**, or customers may submit their own artwork.

An advertorial feature can also be prepared, again in close consultation with the client. **Contact the office for more details.**

DISCOUNTS

We are happy to offer discounts to customers who place block bookings in **Am Pàipear**.

A 5% reduction is offered for a three month booking, 10% for 6 months, and 15% for 11 months (one full year).

Please note, in order to qualify for any discount, full payment of the booking must be made in advance.

Contact **Am Pàipear** for a detailed quotation.

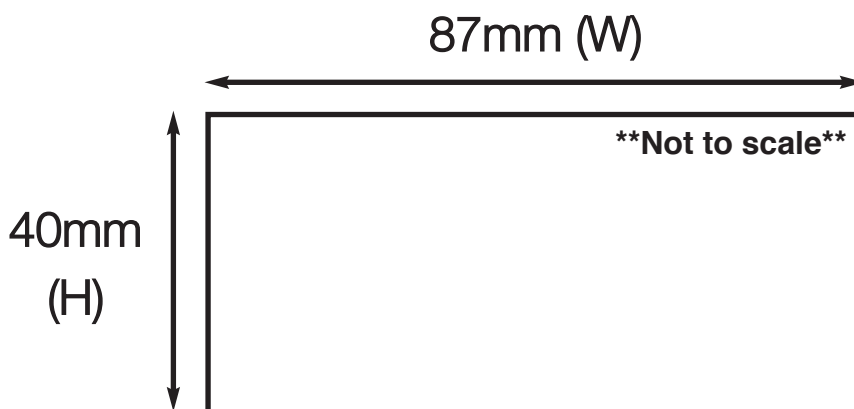
SIZES AND PRICES - PRINT

Small

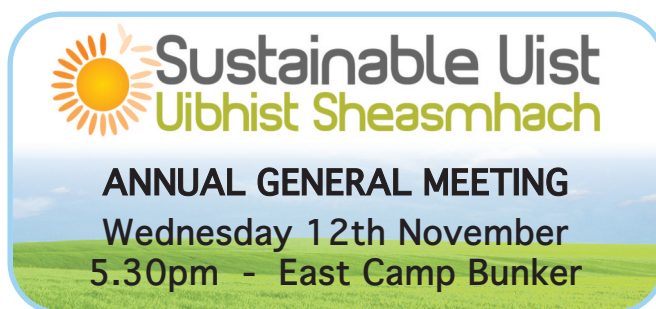
This affordable “business card” sized advert is popular with small businesses. It is also often used for notices, including public meetings, and is usually the standard size used for AGM notices.

Price: £18 per issue

Dimensions:



Example:



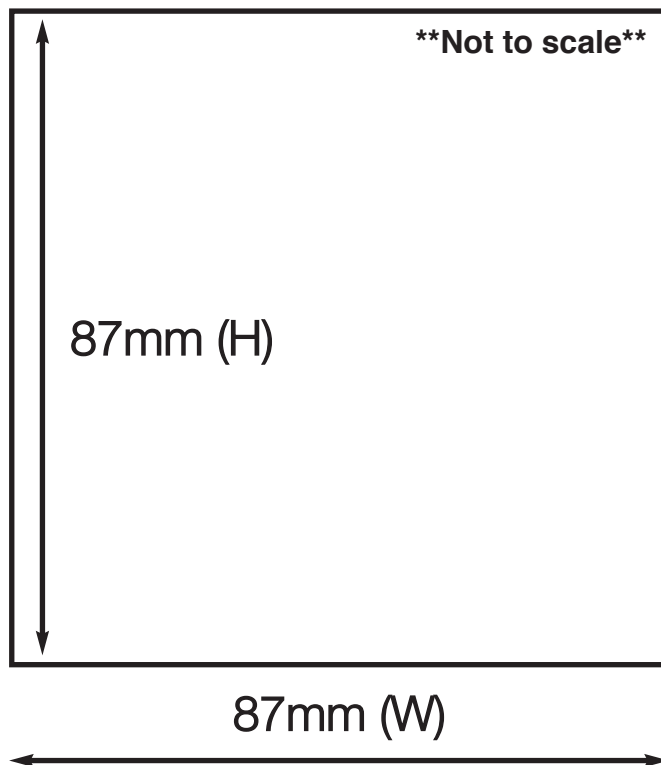
SIZES AND PRICES - PRINT

Square

A highly popular compact advert size, used by a range of customers for different purposes.

Price: £35 per issue

Dimensions:



Example:

**IAIN HOGG
(ELECTRICAL)**

SJIB trained electrician (BS7671)

RELIABLE - COMPETENT - COMPETITIVE

**Installation and
repair of electrical
systems**

**Lighting, sockets,
showers, re-wires etc**



**CONTACT:
01870 620 334 / 07720 773 117**

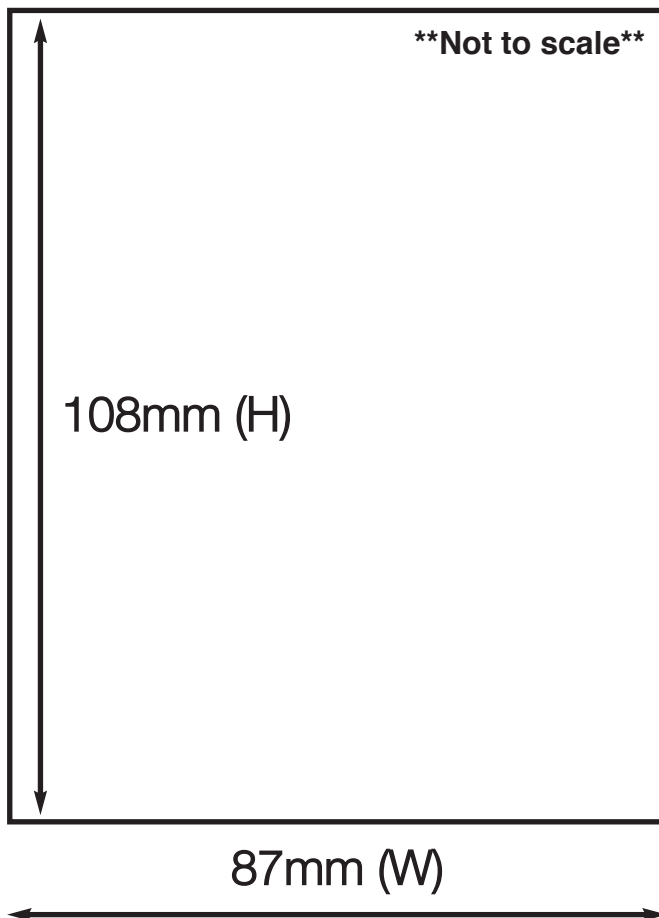
SIZES AND PRICES - PRINT

1/9

A 1/9 page advert space can hold a surprising amount of text and artwork. Commonly used for job adverts.

Price: £46 per issue

Dimensions:



Example:

CLADDACH KIRKIBOST CENTRE

• CAFE • GIFT SHOP • LOCAL ARTWORK FOR SALE

WEDNESDAY - SATURDAY (11AM TO 3PM)

CHRISTMAS FAYRE: 6th DECEMBER

CHRISTMAS LUNCHES:

Please telephone 01876 580 390 for details

Check our cafe Facebook page for latest hours and special events

We serve delicious home-made soup, home-baked outcakes, scones and cakes, toasted sandwiches, open sandwiches, closed sandwiches, baked potatoes, local peat smoked sea trout and salmon, Fairtrade tea and coffee

DELICIOUS DAILY SPECIALS

Internet access available

URACHADH UIBHIST

Claddach Kirkibost Centre, North Uist, HS6 5EP

Tel/Fax: 01876 580 390

www.claddach-kirkibost.org

SIZES AND PRICES - PRINT

1/4

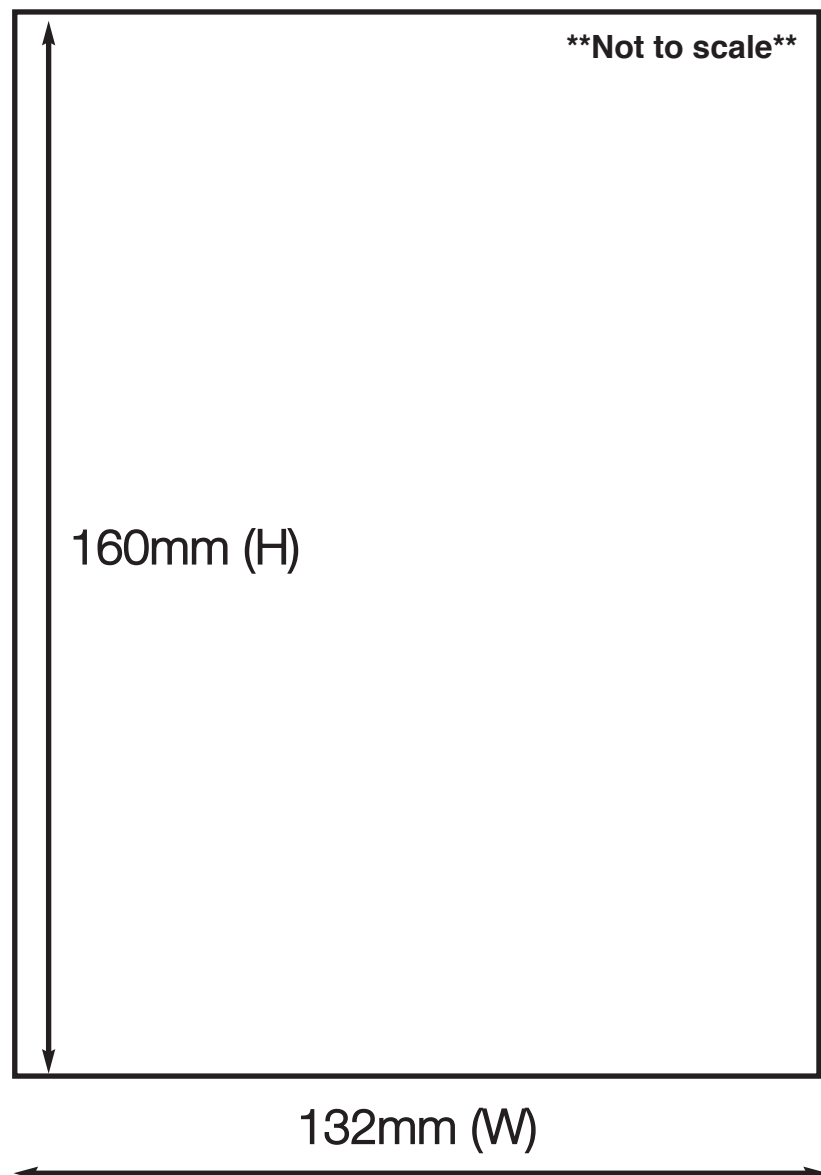
Large and prominent - with ample room for text and artwork - your business will really stand out in a commanding 1/4 page space.

One of our most popular and affordable adverts.

Price:

£69 per issue

Dimensions:



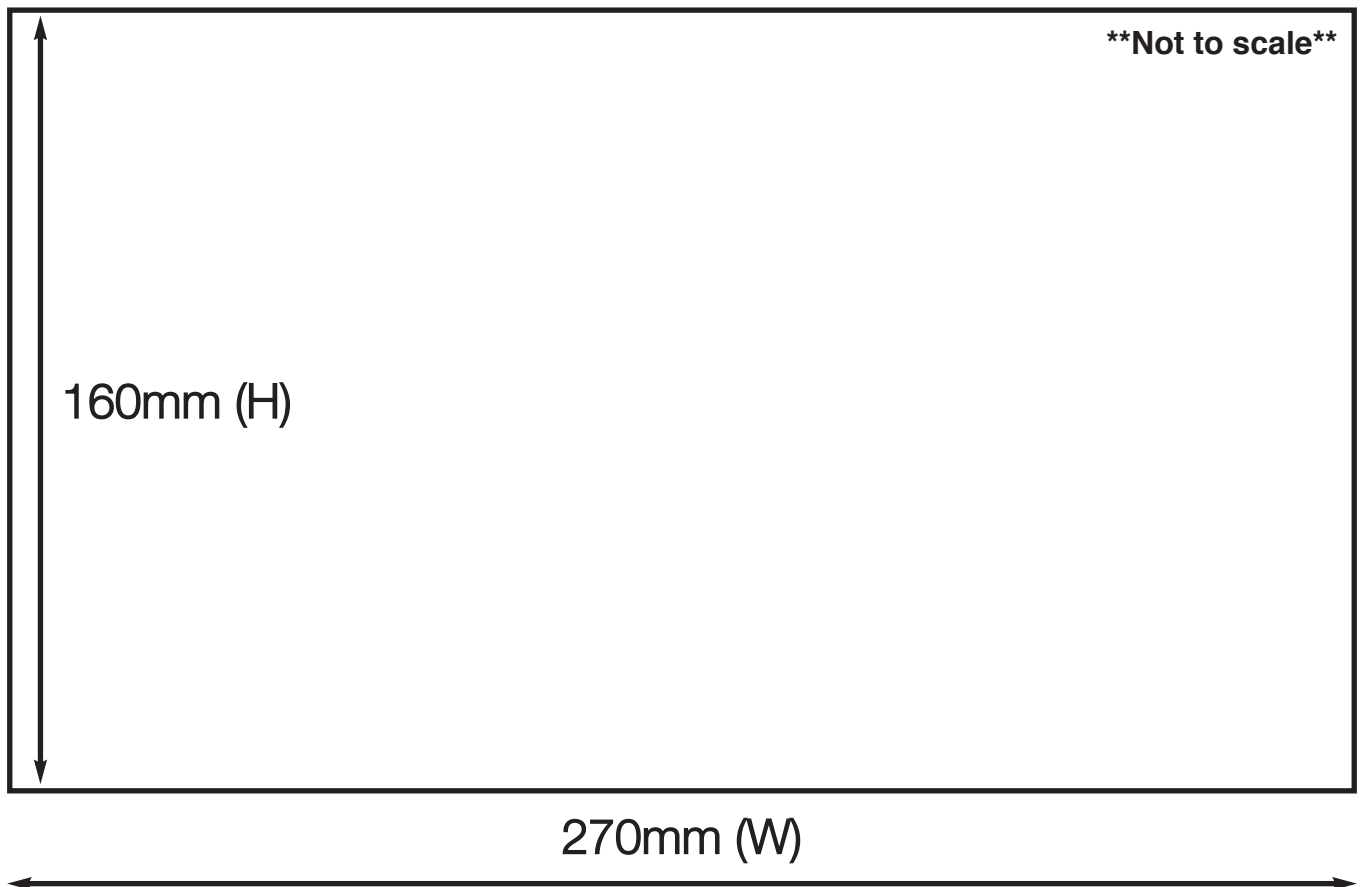
SIZES AND PRICES - PRINT

1/2

A half page advert is certain to grab the attention of every reader. With more space, your essential details can be enlarged to catch the eyes of potential customers.

Price: £138 per issue

Dimensions:



FULL PAGE

Nothing will make your event or business stand out more than a full page advert.

A separate rate applies for the back page - please contact the office for more details.

Price: £300 per issue

323mm (H)

****Not to scale****

270mm (W)

SIZES AND PRICES -

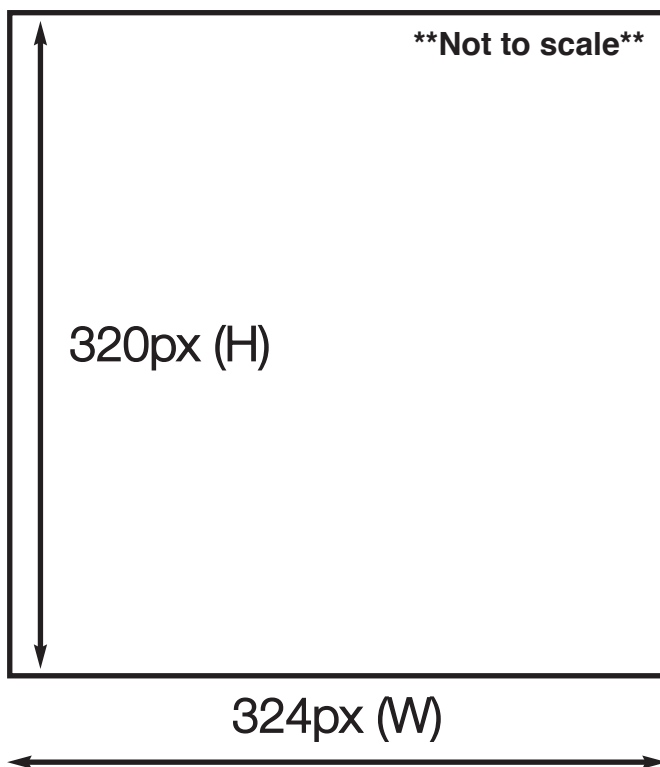
WEBSITE (www.ampaipear.org.uk)

Square - Homepage

Prominent on the homepage of www.ampaipear.org.uk, visited by thousands of readers each week. **Limited spaces available.**

Price: £15 per week

Dimensions:



Example:

The example shows a dark blue rectangular advertisement. At the top, the text "SKYEWEBSITES" is written in a large, white, sans-serif font, followed by a circular logo containing the letters "HD". Below this, the text "website design - logo design" and "social media - digital marketing" is displayed in a smaller, white, sans-serif font. Underneath, there are three bullet points, each with a white checkmark icon: "Sell your product worldwide", "Improve your accommodation bookings", and "Launch a new business". At the bottom, there is a white right-pointing arrow icon followed by the text "click for a free consultation".