



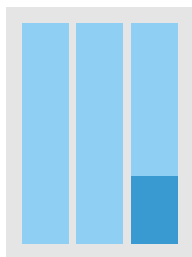
THE FLYING GOOSE

ADVERTISE WITH US

The print edition of The Flying Goose uses flexible formatting based on a 3-column layout.

Our ad-spaces are designed to fit neatly within a single column or span multiple columns on a page. This system means there's a great deal of flexibility in the size and shape of your advertisement.

STEP 1 - SELECT THE SIZE OF YOUR ADVERT



SMALL

Small adverts cover approximately one ninth of the content area and sit within a single column.

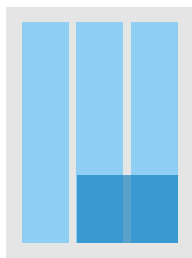
SIZE

Width: 58mm
Height: 85mm

PRICE

FULL COLOUR

£60 per issue
or
£220 paid annually



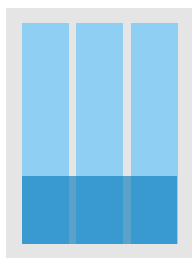
MEDIUM

Medium adverts cover approximately two ninths of the content area and span two columns.

SIZE

Width: 121mm
Height: 85mm

£120 per issue
or
£440 paid annually



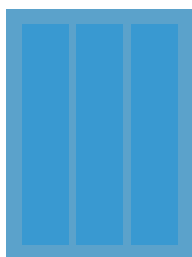
LARGE

Large adverts cover approximately a third of the content area and span two columns.

SIZE

Width: 185mm
Height: 85mm

£180 per issue
or
£660 paid annually



FULL PAGE (A4)

Full page adverts cover the entire back page, edge to edge with no margins.

SIZE

Width: 210mm
Height: 297mm

Please enquire.

This advert requires a 3mm print bleed to be added to the dimensions above.

STEP 2 - CREATE YOUR ADVERT

You can create your advert in any software that supports saving or exporting to **Adobe PDF at a resolution of 300ppi** but in order for it to look as good as possible here are a few formatting tips...

FONTS

Fonts are the clothes your words wear so it's important to pick the right one for the job. As a general rule of thumb it's best to select a 'sans serif' font such as Helvetica, Futura or Lato.

This is Helvetica.

This is Futura.

This is Lato.

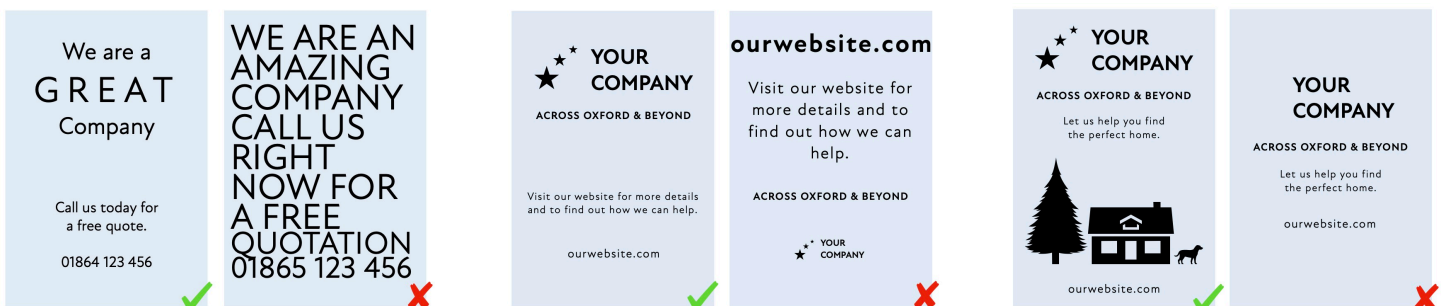
Avoid fonts that imitate handwriting as these are *notoriously difficult to read*.

Avoid underlining. This was used for emphasis on typewriters. These days you can try increasing font **Size** or **weight** for emphasis instead.

BUT REMEMBER, IF EVERYTHING IS IN CAPS AND BOLD, NOTHING IS EMPHASISED.

LAYOUT

Your advert can be more effective if you help readers navigate it easily. This can be done in several ways.



KEEP IT SIMPLE

It's tempting to cram every available inch with details of your products or services but simpler adverts with more white space and clear margins are easier to read.

USE A VISUAL HIERARCHY

The most important elements of your advert, such as your company name, logo or slogan are typically largest followed by smaller service and contact details.

MAKE IT VISUAL

Adverts with visual elements such as photos and logos gain more attention than their text-only counterparts. If your company has a logo be sure to include it. If you use a photo make sure it represents what your company offers.

STEP 3 - CHECK YOUR FILES AND SUBMIT

To ensure your advertisement looks its absolute best there are just a few things you'll need to check before submitting it to us.

FORMAT: PDF

Please submit your file as an Adobe PDF. We will accept .jpg and .png formats but please be aware these may suffer from quality loss when in print.

CORRECT DIMENSIONS

Make sure your file matches the dimensions of your chosen advert on the previous page. Remember to include a 3mm bleed if you're submitting a full page advert.

RESOLUTION: 300PPI

To ensure your advertisement doesn't look pixelated or fuzzy when printed we require the file to have a resolution of 300 pixels per inch.