

How to use editable press adverts

Key Information

The Press adverts we've provided can be used to advertise in local newspapers. This is one of the most traditional ways of advertising an event. Using press adverts can help promote your event to a large audience, providing that the newspaper title you choose has a high regular readership.

There are different types of titles. However, the most important thing is to find a newspaper title that is local to your Relay. This will ensure your press advert is relevant to the reader and increase the chance that they will respond by signing up to your Relay event.

We have created a full page, half page and quarter page advert, in two formats:

- Long Name
- Short name

These are designed to fit Reach PLC's newspapers, owners of a number of local and regional newspapers.

Relays may not have budget for advertising in newspapers but lots of local papers will print adverts free of charge so it's worth making connections, doing some local research and sending the press advert to your local media contacts.

Choosing between the press ads

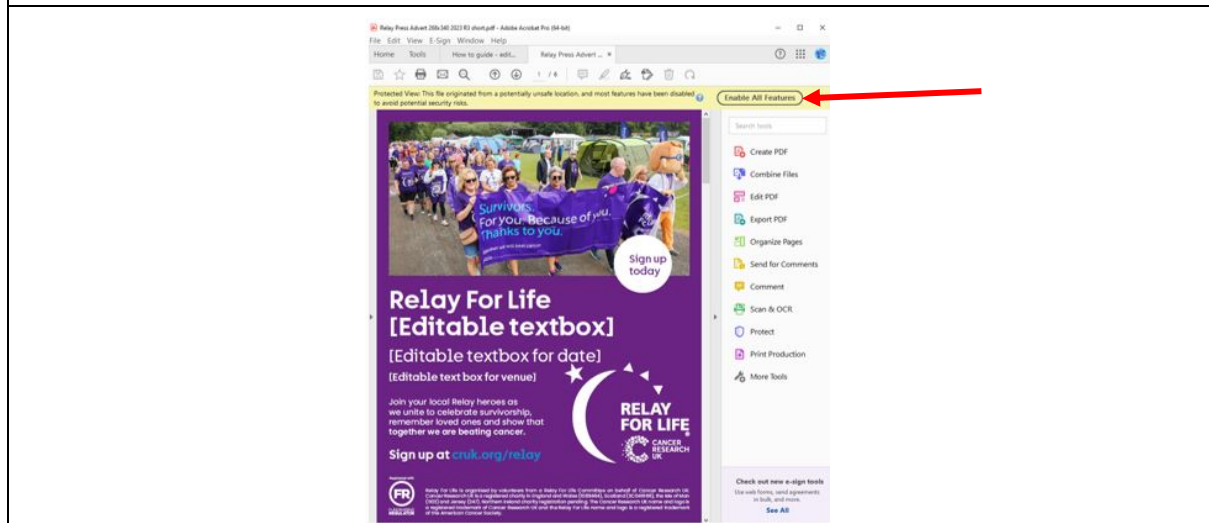
There are two design choices, 'Short Editable Press Ad' and 'Long Editable Press Ad'. The second option allows Relays with longer names to fit their full title on the press ad.

For example, Relay For Life York will be able to use the 'Short Name Editable Press Ad'. However, if Relay For Life Gwynedd and Anglesey used this version their name will be cut off due to layout design (see below).

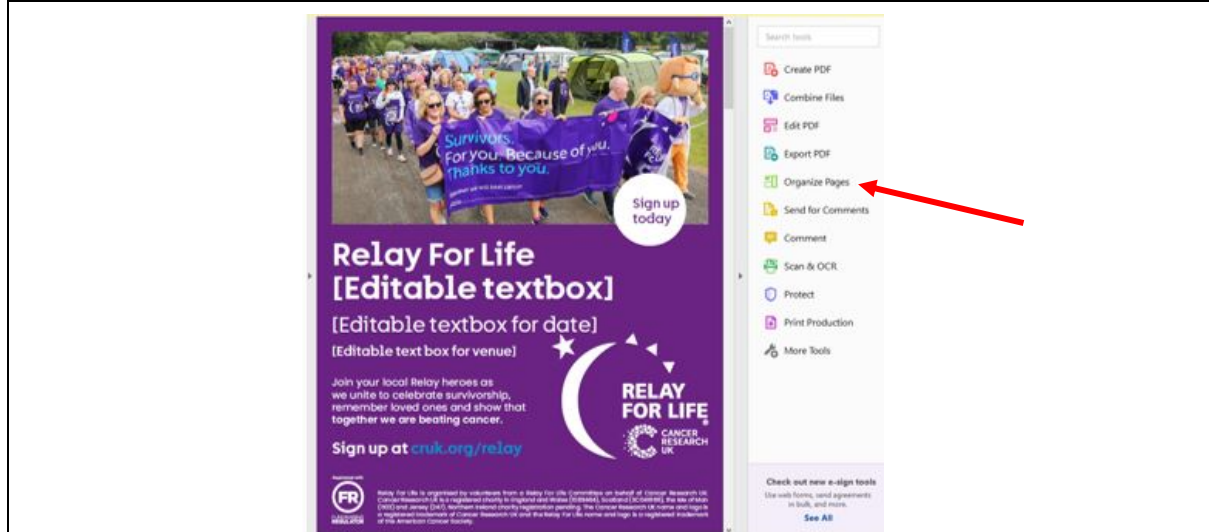


Using the Press Adverts

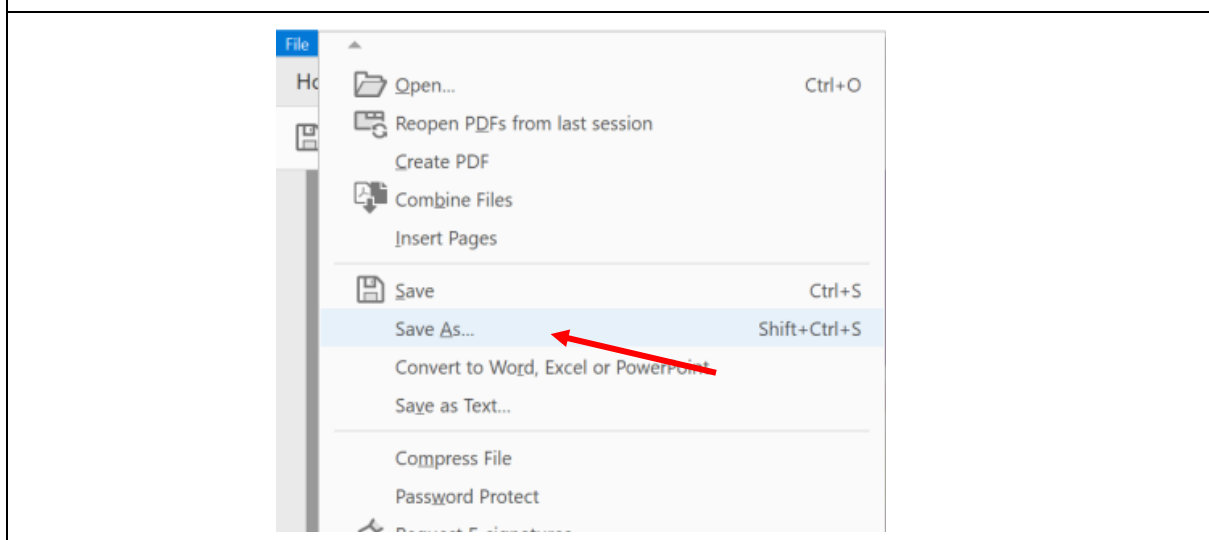
Step One: Select, download and open the PDF in Adobe. Then enable all features.



Step Two: Using the editable boxes, select and type in the Relay name, date and address.



Step Three: Press file and select save as, then save onto your computer



Step Four: Open and write an email to the supplier, then attach the advert.

The screenshot shows a Microsoft Word window titled "Example of press ad email. - Message (HTML)". The ribbon is set to "Message". The "Attach File" button in the "Include" group is highlighted with a red arrow. A red-bordered text box with the text "Attach file from here" is positioned below the arrow. The email content area shows a "To" field with "Exampleemailaddress.co.uk", a "Subject" field with "Example of press ad email.", and an attachment "Example Press ad.pdf" (796 KB). The email body text reads: "Hi (Supplier Name),", "Hope you are well.", "I have attached the Press ad for my booking:", "- Booking details, booking date.", "Thank you for your help with this campaign.", "Many thanks,", "Relay For Life team|".

File Message Insert Draw Options Format Text Review Help Tell me what you want to do

Clipboard Paste Cut Copy Format Painter Basic Text Calibri (Bo) 11 A⁺ A⁻ B I U Color Background Color Borders Paragraph Styles Address Book Check Names Attach File Link Signature Protect Do Not Forward Follow Up High Importance Low Importance Dictate Viva Insights View Templates Attach File My Templates New Group

Sensitivity: Not set Personal Public General Confidential Highly Confidential

Send To: Exampleemailaddress.co.uk Cc: Subject: Example of press ad email.

Example Press ad.pdf 796 KB

Hi (Supplier Name),

Hope you are well.

I have attached the Press ad for my booking:

- Booking details, booking date.

Thank you for your help with this campaign.

Many thanks,

Relay For Life team|

Attach file from here