



evangelicals now has a broad base of evangelical support. Its board of directors is chaired by Adrian Reynolds, and the paper has the backing of many leading evangelicals.

en is reaching an increasing cross-section of evangelical churches, inside and outside the main denominations. More churches and parishes are taking it as their source of news and comment.

Advertisers find an excellent rapport with readers. The advertising rates offer excellent cost/readership value and comparisons are welcomed with other monthlies.

The copy deadline is the 1st of the calendar month that precedes the issue month — for example the copy deadline for the January issue is December 1.

Publication date is (at latest) the first weekend of each month but usually falls in the last two weeks of the previous month.

We do not usually send out proofs of adverts.

en reserves the absolute right to decline advertisements at its own discretion (for space and other reasons).

## Technical bit (how to design and send your advert to us)

### For print adverts:

#### Text Only

For classified and display adverts, preferably email or post the text to us and (for display adverts) we will lay it out for you.

#### Word Documents

Or you can email a display advert in a Word document laid out as you would like it to appear. We will then replicate that as near as we can — we may have to use a different font and tweak the layout to fit. If you are using a logo, please show position in the Word document but also email it as a separate high resolution graphics file.

#### Print ready PDF

Or you can email a print ready PDF file of your display advert. This gives you complete control over all layout and font decisions and is printed 'as is'.

en is printed on newsprint. When designing colour adverts it is important that you follow these guidelines.

Allow for 25% dot gain. Lighten half tones particularly on dark images.

12 pt is the min. size for fonts made up from more than one colour (14 pt for fine fonts).

Type should not be reversed on yellow or light coloured backgrounds.

Type reversed on single colour backgrounds should be 10 pt min. and 12 pt min. on 2-4 colour backgrounds.

Rules (lines) of 1 colour should be 0.5 pt min., 2 colour should be 3 pt min. and 3 or 4 colour should be 4 pt min.

Pdf files should be designed to the correct size (see overleaf). Bleed and crop marks are useful but not required. Please ensure all fonts are properly embedded. PDFs should be high resolution and where possible saved as PDF/X-1a:2001

### General Guidelines for adverts

Don't try to cram in too much text — see word count guides overleaf.

Less is often more. Ensure you give the simple details of what, when and where and the contact / website details.

For layout purposes, the size of an advert may be altered by up to 5% at our discretion without effecting the price.

### For online web adverts:

Size: 300(w) x 270(h) pixels. Resolution: 72dpi. Format: jpeg or png

Please supply a URL for the click through from your advert.

## Display rates

**\* £7.00  
per column cm**

Sample sizes shown, but any size can be accepted. Invoices are sent after the display advertisement has appeared in **en**. Please ring **0845 225 0056** for advertising queries or to book an advert.

\* plus VAT – see over for details

Word count guide:  
20 - 30

**1/32 PAGE HORIZONTAL**  
40.5 x 60.5 mm (single column)  
£30.75 - mono £35.36 - colour

Word count guide:  
50 - 60

**1/16 PAGE VERTICAL**  
87 x 60.5 mm  
£61.50 - mono £70.72 - colour

Word count guide:  
50 - 60

**1/16 PAGE HORIZONTAL**  
40.5 x 126 mm (2 columns)  
£61.50 - mono £70.72 - colour

the prices are shown excluding VAT - please see over for details of whether or not you need to pay VAT

Word count guide:  
150 - 170

**1/8 PAGE VERTICAL**  
180 x 60.5 mm  
£123.00 - mono  
£142.45 - colour

Word count guide:  
150 - 170

**1/8 PAGE LONG HORIZONTAL**  
40.5 x 257 mm (4 columns)  
£123.00 - mono £142.45 - colour

Word count guide:  
150 - 170

**1/8 PAGE SHORT HORIZONTAL**  
87 x 126 mm  
£123.00 - mono £142.45 - colour

**1/4 PAGE VERTICAL**

180 x 126 mm  
£236.00 - mono  
£271.40 - colour

the prices are shown excluding VAT - please see over for details of whether or not you need to pay VAT

**1/4 PAGE HORIZONTAL**

87 x 257 mm  
£236.00 - mono  
£271.40 - colour

**HALF PAGE  
VERTICAL**

366 x 126 mm  
£472.50 - mono  
£543.37 - colour

**HALF PAGE HORIZONTAL**

180 x 257 mm  
£472.50 - mono  
£543.37 - colour

**FULL PAGE**

366 x 257 mm  
£895.00 - mono  
£1,029.25 - colour

NB All prices are shown excluding VAT, please see over for details of whether or not you need to pay VAT

## Display Advertising - printed in the newspaper

### Series discounts

On bookings made at one time:  
\* Four bookings: 10% off  
\* Eight bookings: 15% off  
\* Twelve bookings: 20% off

### Charity discounts

For registered charities:  
\* On full or half page: 10% off  
\* On other display space: 5% off

### Colour logos

You can include a small colour logo in a mono advert at no additional cost. Please email the logo as a separate high resolution graphics file.

### Ad. agency discount

Display adverts only: 10%

## Web Advertising (NB all printed recruitment adverts are put onto the 'Looking for a Job' page of our website at no extra cost)

If you place a display advert in the printed newspaper you can also place an advert in 'en online' for an additional cost of £50 per issue. If you only want to place an advert in 'en online' then the cost is £100 per issue. The discounts above apply. You should supply specific web artwork - see the 'Technical bit' on page 1 for details.

## Classified Advertising - printed in the newspaper

Minimum charge £8.40 for up to 20 words. Each extra word 42p. Box Number £5.00

10% series discount if six or more entries in any 12-month period are booked at the same time.

## Loose inserts - carried in the newspaper

We carry up to 4 loose inserts per issue (but none in the January issue). £79 per 1,000 for single A4 sheet or equivalent insert. Extra postage of £1.60 per gram per thousand is chargeable on inserts over 10g. Inserts that have to be manually inserted attract an additional cost. Please ask us for further details. There is no advertising agency discount on loose inserts. Inserts are carried in copies for UK readers only.

# VAT on adverts in EN

Adverts in EN are presumed to attract the standard prevailing rate of VAT.

However if you are a charity your advert should qualify for zero rating. For charities in England and Wales, this link ( <http://www.hmrc.gov.uk/charities/vat/purchases.htm#2> ) to the HMRC website gives helpful information about charity advertising that qualifies.

In order to satisfy HMRC regulations for zero rating, you will need to provide us with two things.

## 1. Evidence that you are a charity

What form this takes will depend on your status as a charity.

If you are a registered charity then your charity registration number will be sufficient evidence.

However, you may be treated by HMRC as charitable or you may be exempt or excepted from registering as a charity. This may well be the case if you are a church or chapel belonging to certain Christian denominations and if your income is less than £100,000 per year. For charities in England and Wales, there is helpful guidance on the 'When to Register' section of the Charity Commission website which indicates which denominations/groups this applies to [www.charitycommission.gov.uk](http://www.charitycommission.gov.uk) If you are exempt or excepted from registering as a charity, your evidence might be details of why you are exempt or excepted or perhaps a copy of a letter from HMRC confirming that you have charitable status.

## 2. Declaration that your advert qualifies for zero rating

It may be that your charity has a certificate for these purposes or its own preferred form of words to use in making the declaration. To assist you if you haven't, you will find below a declaration that you can use. It is based on the suggested form of words from the HMRC website.

In terms of signing the declaration, the HMRC guidance says: 'Other types of declaration whether in paper form, faxed or electronic that contains sufficient verifiable information to accurately identify the customer are acceptable to Customs.'

So the quickest and simplest way would be for you to send an email using the form of words below, filling in your details, **so long as the email has some kind of 'official' signature and details of the charity at the bottom.**

Or we can send you a text file of the declaration. You can fill in your details, add a scan of your signature to the document and email it back to us.

Or you can print this page, complete it by hand sign it and post it to us or scan it and email it to us.

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1. Evidence of charitable status: \_\_\_\_\_

## 2. Declaration of zero rating for advertising in Evangelicals Now:

### Part 1 – for use by the charity purchasing the advertising

I \_\_\_\_\_ (full name)

\_\_\_\_\_ (status in organization)

of \_\_\_\_\_ (name & address of organization)

declare that the above name charity is buying advertising space from Evangelicals Now Ltd which is eligible for relief from VAT under item 8\* or 8a\*\* of Zero Rate Group 15. It is the responsibility of Evangelicals Now Ltd to ensure that the goods or services supplied are eligible before zero-rating them.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

\*Item 8 covers the supply to a charity of a right to promulgate (make public) an advertisement by means of a medium of communication with the public.

\*\*Item 8a covers the supply to a charity that consists in the promulgation of an advertisement by means of such a medium.

### Part 2 – for use by Evangelicals Now Ltd

I have read the guidance in Customs and Excise VAT Notice 701/58 and agree that the goods/services described come within the category indicated.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_