



**useful addresses & contacts**

**TRINITY MIRROR MERSEYSIDE SEFTON AND WEST LANCASHIRE MEDIAMIX**  
 26-32 Tulketh Street, Southport, Merseyside, PR8 1BT  
 Tel 01704 536 655

**AMRA (London)**  
 62-65 Chandos Place, London WC2N 4LP  
 Tel 0207 845 0100  
 Fax 0207 845 0101  
 e-mail london@amra.co.uk

**AMRA MEDIASERVE (Manchester)**  
 Unit 12, The Office Village Exchange Quays, Manchester M5 3FH  
 Tel 0161 869 7800  
 Fax 0161 848 8453  
 e-mail manchester@amra.co.uk

**Call 01704 536 655 to discuss how our effective advertising solutions could work for your business.**

**effective advertising**

In all cases, increasing the use of colour, volume, frequency and extending campaign duration has a positive impact upon effectiveness\*:

- **Using colour where available more than doubles the growth in awareness of local press ads**
- **Campaign awareness increases faster with greater weekly volume**
- **Longer campaigns generate higher awareness levels. Campaigns of 11 weeks or greater increase awareness by a ratio of 1.3**

The most successful ads employ structures which exploit the local press reader relationship and share a number of elements in common, including:

- **Necessary purchase, directional and product information**
- **Clear headlines and propositions**
- **Colour**
- **Product images**

**Planning a wider campaign?**

This title offers numerous packages to further extend your campaign. Popular additional packages include Bootle Times, Midweek Visiter, Crosby Herald, Ormskirk Advertiser Series, Formby Times, plus many more.

Ask a sales representative for further details.

\*Newspaper Society Conversion Study Report 2003

**mechanical information**

Here are a few useful guidelines that will help in the successful reproduction of your ad:

Always use a URN to identify your advert, contact the Advertising Sales Department if not known

Colour files must be CMYK - not Pantone or RGB

Electronic artwork must have the fonts embedded and have a file format of either EPS or PDF

We accept pictures and text by email. Pictures must be RGB JPEG format. Emails must state URN in subject box. Ads without URNs cannot be guaranteed insertion

We accept the following disk formats: Floppy, Zip (100mb), Jazz (1Gb) & CD

**Adfast is the preferred method of transmission, though ADS is available by prior arrangement**

**PAGE AND COLUMN WIDTHS**

Full Page	360mm deep x 272mm wide
Double Page Spread	360mm deep x 562mm wide
1 column	31mm
2 column	66mm
3 column	100mm
4 column	135mm
5 column	169mm
6 column	203mm
7 column	237mm
8 column	272mm

For detailed technical specifications please call 0151 330 4959.

**local drive times**

**Approximate drive time in minutes**

	Liverpool	Bootle	Crosby	Aintree	Maghull	Formby	Ormskirk	Skelmersdale	Southport
Liverpool		7	13	10	13	22	20	22	31
Bootle	7		8	8	11	18	18	20	26
Crosby	13	8		9	10	13	17	20	21
Aintree	10	8	9		5	15	11	14	23
Maghull	13	11	10	5		15	7	13	19
Formby	22	18	13	15	15		19	25	12
Ormskirk	20	18	17	11	7	19		25	13
Skelmersdale	22	20	20	14	13	25	25		25
Southport	31	26	21	23	19	12	13	25	

