

ARCHANT } LONDON

Press Ball

HELP A LONDON CHILD

ADVERTISE IN THE OFFICIAL

ARCHANT LONDON PRESS BALL PROGRAMME 2008

The Brewery, Chiswell Street, London. Saturday 15 November 2008



A CHARITY CELEBRATION

◆ This sophisticated publication will showcase the evening's main events as well as providing editorial features about how Help a London Child raises money and provides essential support across our capital city.

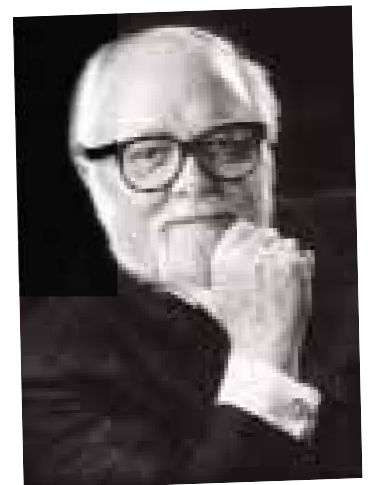
◆ The 80-page programme will be glossy, perfect-bound and printed on high-quality paper. Five hundred copies of the programme will be given to all media and corporate guests on the evening.

◆ To ensure the programme receives the maximum possible exposure we will make a complete digital version available online via Archant London's community websites.

◆ These websites, which are at the heart of many of the communities that make London special, receive a staggering 180,000 unique visitors every month... that's an amazing 2.2 million unique visitors a year.

◆ More than 400 high-profile AB guests will mingle with a host of celebrities at the spectacular black and white themed ball at The Brewery in London's Chiswell Street on Saturday 15 November 2008.

◆ Hosted by Capital Gold's David 'Kid' Jensen, the event, which will feature live music from top artists, will be pre-promoted to 1.7 million listeners across the Capital network of local radio stations.



“Less advantaged kids don't have less imagination, just less opportunity to express it”

Patron of Help a London Child Lord Attenborough CBE

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Archant London is a dynamic business publishing 40 weekly newspapers read by 1.3 million people across the capital and north Kent every week.

Archant London is proud to support Help a London Child and improve the lives of thousands of vulnerable children living in our capital city.



London is not only one of the wealthiest cities in the world, but sadly it is also home to children suffering from abuse, poverty, homelessness, disability, and illness.

Help a London Child specialises in funding grass roots projects and supporting their work to improve the lives of these children.



Help a London Child, a registered charity, relies solely on donations and events like the Archant Press Ball to raise in excess of £1 million. Last year's Press Ball was a fantastic success and combined with the money raised from 2006, we have raised more than £68,000 for the charity.

Guests parted with thousands of pounds in a charity auction which included a luxury spa holiday for two in Prague, ice skating in Canary Wharf, guitar signed by Rod Stewart, a week in St Lucia, his and hers platinum rings and a week for two in Mauritius. One lucky party-goer went home



Pictures from 2007 Press Ball





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with a £1,500 diamond after paying just £25 for a chance to win the precious jewel in the bottom of a glass of Champagne, kindly donated by Gassan Diamond.

Last years event was a spectacular Masquerade Ball themed evening with more than 400 guests from the media and corporate world who mingled with a host of celebrities.

The evening to be hosted by Capital Gold Radio DJ David 'Kid' Jensen. Live music from top artist. Last year Wet Wet Wet and UB40's Ali Campbell wowed crowds. Followed by live DJ's.

The 2008 Press ball will be a 'Black and White' themed evening and will include live performances from a host of acts including 80s rock band The Blow Monkeys. Andy Davies who is resident on the Jonathan Ross Show on Saturday mornings is the evening's charity auctioneer.

With a selection of prizes to be won and auctioned, the evening is set to be an unbelievable night of fun-filled entertainment with all proceeds going to the charity.



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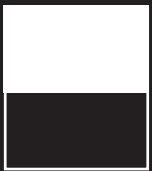
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ADVERTISING RATES



Full page – bleed (w)216 x (h)303mm

Full page – trim (w)210 x (h)297mm **£1,885**



Half page – (h) (w)187 x (h)136mm

Half page – (v) (w)92.5 x (h)277mm **£985**



Quarter page (w)92.5 x (h)136mm **£495**

SPECIAL POSITIONS

Outside back cover **£2,450**

Inside front cover **£2,265**

Inside back cover **£2,075**

Artwork deadline

19 September 2008

Kay Brown (t) 01603 772522

TICKET PACKAGES

- Platinum table package **£5,000**
- Gold table package **£3,000**
- Silver table package **£1,500**

Full package details available on request.

ALL RATES SHOWN ARE EXCLUSIVE OF VAT

PLEASE NOTE: All the profit from this event will be donated to Help a London Child.

If you wish to support this fund raising event, please contact: Sam Overton

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