Oxford University online shop: placing *Gazette* advertisements

Before you place your advert

1) Before you begin, decide whether you are a private advertiser or a commercial advertiser: see the Classified Ads page for more information.

2) Write your advert text – we recommend that you type this up in advance (eg in Word or Notepad) so that you can count the words easily and have the text ready to paste on to the website. This also allows you to keep a note for your own records.

3) Decide how many words your advert will have: 70 words or fewer, or 71–150 words? **Note that 150 words is the maximum allowed.**

Visiting the online shop and telling us about your advert

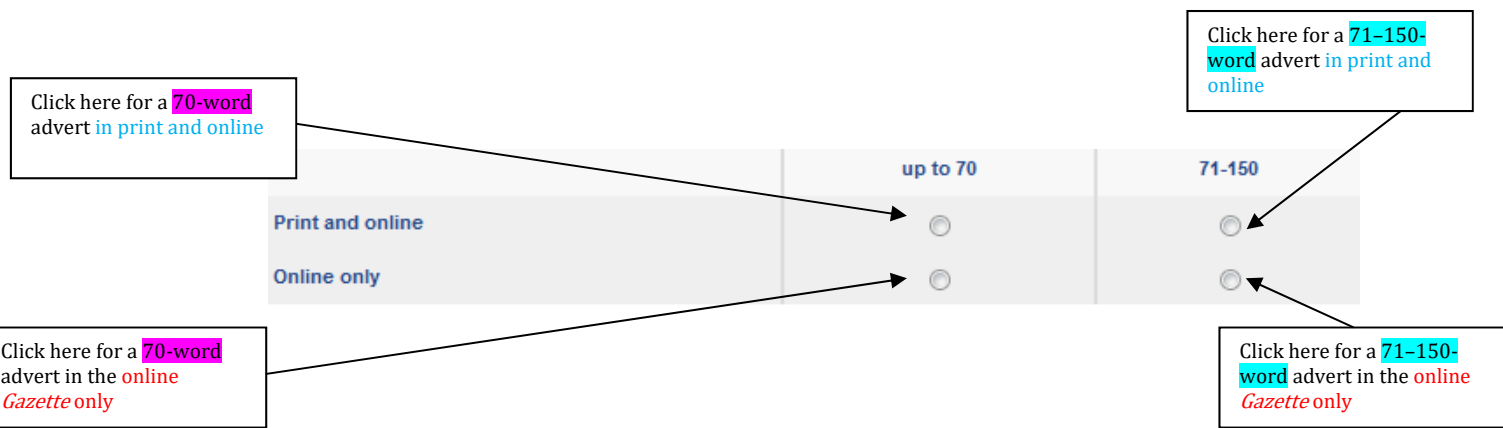4a) **Private advertisers**: click the following link:

https://www.oxforduniversitystores.co.uk/product-catalogue/publications-and-web-office/

publications-and-web-office/gazette/gazette-advertisement-private-advertisers

 4b) **Commercial advertisers**: click the following link:

https://www.oxforduniversitystores.co.uk/product-catalogue/publications-and-web-office/

publications-and-web-office/gazette/gazette-advertisement-commercial-advertisers

The top part of the page in each case gives the same information as on the *Gazette* website (https://gazette.web.ox.ac.uk/classified-advertising-gazette), as a handy reminder.

5) The bottom part of the page allows you to select the number of insertions and words that apply to your advert and whether you want your advert to appear in print and online or in the online *Gazette* only.

Click here for a 71–150-word advert in print and online

Click here for a 70-word advert in print and online

	up to 70	71-150
Print and online	○	○
Online only	○	○

Click here for a 70-word advert in the online *Gazette* only

Click here for a 71–150-word advert in the online *Gazette* only

Once you have clicked one of the buttons, a new section of screen will appear underneath:

£40.00   - 1 +   Add to Basket ▶
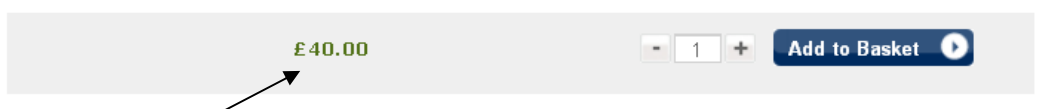
The amount in green will be different depending on which button you clicked, to reflect the price of your chosen option (see gazette.web.ox.ac.uk/classified-advertising-gazette for full details of prices). **Please note that this is always the cost of a single insertion of your advert – it doesn't change on this screen as you change the number of insertions.**

For reference, the cost in green should be:

Commercial advertisers

	Number of words	Cost
Print and online	Up to 70	£30
	71–150	£60
Online only	Up to 70	£20
	71–150	£40

Private advertisers

	Number of words	Cost
Print and online	Up to 70	£20
	71–150	£40
Online only	Up to 70	£10
	71–150	£20

6) Change the number [1] **to the number of times you want your advert to be published**.

Note that the number appears only after you select an option for number of words and whether you want your advert to be in print or online only. To change the number, you can use the [+] button on the right of the number, or just type the desired number into the box.

7) Once the number in the box reflects the number of times you want your advert to be published, and the green number reflects the price of a single insertion of your advert that you were expecting from the tables above, click **Add to Basket** .

Checkout and logging in

8) You will now see a new screen with green panels at the top and bottom:
From here, you can go back and check the text of your advert by clicking 'View/Edit questionnaire(s)'.

Check that the total amount to pay is the amount you expect to see.

Note that you can still change the number of insertions of your advert at this point, using [- 1 +] the buttons as before, or by overtyping.

9a) If this is the only advert you want to place, click **Proceed to Checkout** and **go to instruction 11 below.**

9b) If you want to place more than one advert, click **Continue Shopping** and, on the new page, click on the words 'Product Catalogue' and scroll down the alphabetical list until you reach 'Publications'. Click on this and you can choose commercial or private *Gazette* advertisements; click on whichever of these applies and you are back at stage 5 as above. (Your previous advertisement will still be in your basket.) **Follow stages 5–9 again for your new advert.**

Logging into or registering for an account

10a) If you have ever bought anything from the University of Oxford online shop before, you now need to log in using the email address and password you used before. If this is successful, **go to step 12 below**.

10b) If you have used the online shop before, but have **forgotten your password**, enter the email address you used before into this box, click **Send** and you will be emailed instructions on how to reset your password securely. **If you have tried this and are still having trouble, you need to telephone the University's Finance Office on 01865 616083 for help.**

10c) **If you have not used the University of Oxford online shop before**, you will need to click on the red link to register for an account.

The next screen asks for your email address, a password, your name and phone number, your address and whether your address is a home or work address. **Make sure you enter the address at which your credit/debit card is registered.** You might want to keep a record of the email address and the password you have used for future reference; if so, ensure you keep them secure.

At the bottom of the page is a tick box, which states: 'Please tick if you give us permission to use your contact details'. **It doesn't matter whether you tick the box or not because we will never use your details for anything other than your** *Gazette* **advertisement order/s.** By default the box is unticked; leave it that way and click **Continue** .
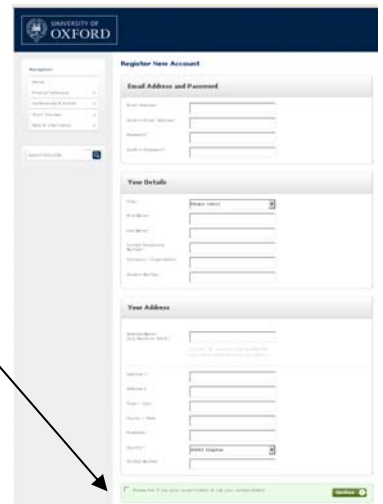
The following page just confirms your billing address; as you have only entered one, just click **Select** . If you didn't enter your credit/debit card billing address, you will need to click **Add New Address** and enter your correct billing address, then click **Add Address** .

Paying for your advert

11) The following screen asks for your credit or debit card details; once you have entered these, press **Continue** .

The next screen is a confirmation of all the details of your order and your payment information.

Up to this point you can cancel the whole transaction. Once you press **Confirm Your Order** (either of these buttons) your payment is made and your advert will be sent to the *Gazette* office for publication.

Once you have placed and paid for your advert, you will receive an email notification confirming the transaction. **If you wish to add a picture/logo to your online advert at this stage, please email your picture** to gazette.ads@admin.ox.ac.uk. It will help if you include in your email either your order number or the email address you registered/logged in with; it's easiest to just forward your confirmation email to us with the picture as an attachment.
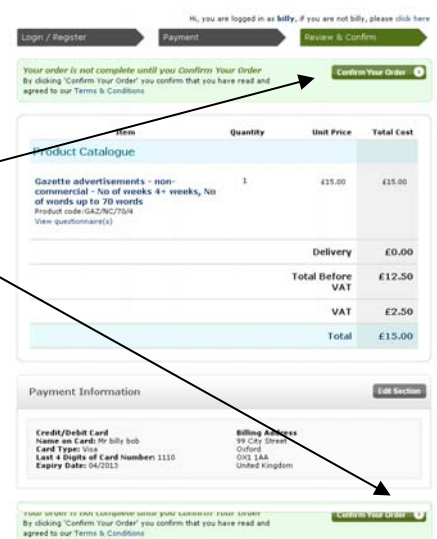
Telling us the text of your advert

12) The next – and final – screen which follows looks like this:

a) The **top box** gives you an opportunity to specify the date or dates on which your advertisement will be published. It is not necessary to use this – **if you leave it blank we will place your advertisement in the next available issue** (or begin its run in the next available issue, if you have chosen multiple insertions). However, if you want 4 adverts to run in every other issue, for example, you can specify that here. A list of publication dates for the current academic year is here: https://gazette.web.ox.ac.uk/publication-dates.

b) The **bottom box** is where you put the text of your advertisement itself. If you have already composed your advertisement (eg in Word), you can **paste the text** into this box. If you haven't yet written it, or if you want to make changes, you can **type directly** into the box. (In this case, we recommend that you keep a copy of your text for your records and just in case something goes wrong while you are placing your advert (a power cut, for instance) and you lose your text.

All of your text will fit, even though the box looks too small. However, it does not count the words for you and tell you when you've reached 70 or 150 words; if you give us too many words we will have to edit your advertisement down if we can do so easily, or reject it (and refund your money) if we can't.

When you have entered your text and indicated your preferred date(s) of publication, if required, click **Next** .

Troubleshooting

We are aware that some web browsers don't always display the online shop pages properly. If you are having difficulty, try disabling any browswer add-ons that you are using; if that doesn't help, try using a different browser (eg Firefox, Internet Explorer, Opera, Vivaldi or Chrome). If you are still having problems, please email gazette@admin.ox.ac.uk.