

# NOTICE REQUESTING CONTACT FROM MISSING BENEFICIARIES

# MB1

## Guidance Notes and Form of Advertisement

An advertisement to trace a Missing Beneficiary is likely to have most effect if it is short and to the point.

We advise initially placing the advertisement in a local newspaper in the area in which the Missing Beneficiary was last heard of - we can select an effective newspaper.

Advertising in a national newspaper ('The Sun' has a good reputation) may also be considered, but this will naturally be more expensive.

As well as the Missing Beneficiary, other people who may see the advertisement and be able to help include relatives, friends and neighbours of the missing person.

For this reason, we suggest structuring the advertisement to include the following (where known):

- name of the Missing Beneficiary
- previous names (eg in the case of a married woman)
- their last known address
- when they were last heard of
- their relationship to the benefactor

To avoid 'timewasters', it may be advisable not to include the following, but it is at your discretion:

- the housenumber of the last known address
- a contact telephone number
- the words 'to his/her advantage'

Some newspapers do not permit the use of the phrase 'or anyone knowing his/her whereabouts' - please bear in mind that if this is included in the advertisement, it may be deleted by order of the publisher.

A typical advertisement, constructed to the above guidelines, might read:

"JONES (nee EVANS) Would Ruth Bronwen Jones (nee Evans), last heard of in Tower Road, Cardiff in 1982 (and believed to have moved to Llanelli), niece of Gladys Jones, please contact Wxyz & Company (Solicitors), of 123 Main Street, Swansea, SA1 1AA, ref: IJD/1".

Please type your advertisement in this space - it will usually appear in a style similar to that shown on the right

### JONES (nee EVANS)

Would Ruth Bronwen Jones (nee Evans), last heard of in Tower Road, Cardiff in 1982 (and believed to have moved to Llanelli), niece of Gladys Jones, please contact Wxyz & Company (Solicitors), of 123 Main Street, Swansea, SA1 1AA, ref: IJD/1.

Please clearly indicate in the boxes the publications you require the advertisement to appear in:

<p><b>Local newspaper(s):</b> <input type="checkbox"/></p> <p>Please give circulation area(s) or name of newspaper(s) required</p>	<p><b>If you have a budget which you do not wish to exceed, please indicate it here - we will contact you should the cost be expected to significantly exceed this figure</b> £ <input type="text"/></p> <p><i>excluding VAT</i></p>
<p><b>National newspaper(s):</b> <input type="checkbox"/></p> <p>Please give name of newspaper(s) required</p>	<p>Note: Delete any publications or boxes not required For help with completing the form or selecting publications call 020 8501 9730</p> <p>Signed: _____ Dated: _____</p>

Return this form to us for publication, with a covering letter or compliment slip, at the following address

**EPE Reynell, 11 Eternity House, 21-24 Hickman Avenue, London E4 9GA**  
**DX 38408 Highams Park**  
**Tel: 020 8501 9730 · Fax: 020 8501 9739**  
**Email: [statads@epe-reynell.co.uk](mailto:statads@epe-reynell.co.uk)**  
**[www.epe-reynell.co.uk](http://www.epe-reynell.co.uk)**

