



BREEDERS HANDBOOK ADVERTING 2018

DEADLINE MONDAY 10th JANUARY 2018

YOUR DETAILS

Name: _____ Society Flock No. _____

Address: _____

Post Code: _____ Telephone: _____

Email Address: _____

Signed: _____ Date: _____

The handbook is A5, 145mm x 210mm. Adverts should have a 3mm bleed.

Please tick one of the six blue boxes () below:

2018 Handbook Advert only (the advert will appear in the printed handbook only)

- Half Page (130mm x 85mm) £75 + VAT
- Full Page (130mm x 190mm) £95 + VAT
- Double Page (130mm x 190mm x 2) £160 + VAT

2018 Handbook & Website (the advert will appear in the printed handbook and on the Society website)

You get 11 months advertising on the website for only £15!

- Half Page (130mm x 85mm) £90 + VAT
- Full Page (130mm x 190mm) £110 + VAT
- Double Page (130mm x 190mm x 2) £175 + VAT

These prices include your advert appearing on the Society website

(A) ADVERT DETAILS

COPY

Copy – please tick one green box:

- Copy enclosed (CD or on paper)
- Copy sent via email (preferred)
- Repeat 2017 advert

Copy preferred as PDF, JPEG or similar. Word, Publisher or Serif can also be accepted. It is your responsibility to ensure the copy is compatible.

(B) LINK

Website Link. Please add a link from the Society website to my **own website** for only £20 for 11 months:

Tick Website Address:

Please note this is separate to your advert

This involves linking to your own website using your own website address

PAYMENT DETAILS

Please make sure you have permission to use the photograph(s) in your advert

Proofs will be sent by email where an email address is supplied

Please return the booking form together with payment and copy to:

Heather Stoney-Grayshon

Grange Farm Bungalow, Newton le Willows, Bedale DL8 1RY

ONLY COMPLETE BOOKINGS (booking form, payment & copy) CAN BE ACCEPTED

(C) ANY BOOKING payments received after 10th January 2018 will incur a 10% SUR-CHARGE. (The deadline for all bookings and copy is 10th January 2018). *Late copy will not receive a proof. There are NO REFUNDS for errors or missing adverts if copy has been received late.*

PAYMENT

A Advert Cost	£
B Web Link (£20) (if applicable)	
C Late surcharge 10% (on A & B) (if applicable)	£
VAT 20% (on A, B & C)	£
TOTAL AMOUNT DUE	£
<i>Please make cheques payable to: Lleyn Sheep Society</i>	

OFFICE

Notes:

Guidelines

Advert Sizes

The Year book is A5, full page adverts should be 145mm x 210mm with 3mm bleeds all round. If you are creating your own artwork and require the advert to have a white border or it is not a full page please set all artwork to the below sizes:

Full page – 130mm wide x 190mm high

Half page – 130mm wide x 85mm high

Images

Images downloaded from the internet will not be good enough for print. Also copy right issues may mean you do not have permission. For the best quality, images should be 300dpi (resolution).

Please give consideration to the photos you are using. Look long and hard do they do you and the Lleyn justice. If you looked at that photo as a potential customer, would it make you purchase from this flock?

File Formats

Complete advert designs are best sent over in PDF. This will ensure accurate output of the file. Please note PDF files cannot be amended at this end.

If you are sending copy for an advert to be put together, please send text in word format and images as jpeg.