



BREEDERS HANDBOOK ADVERTING 2020

DEADLINE MONDAY 6th JANUARY 2020

Name: _____

Society Flock No. _____

Address: _____

Post Code: _____

Telephone: _____

Email Address: _____

Signed: _____

Date: _____

ADVERT DETAILS (A)

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

Please tick one of the six boxes () below:

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

- Half Page (130mm x 85mm) £85 + VAT
- Full Page (130mm x 190mm) £105 + VAT
- Double Page (130mm x 190mm x 2) £200 + VAT

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) £100 + VAT
- Full Page (130mm x 190mm) £120 + VAT
- Double Page (130mm x 190mm x 2) £215 + VAT

ADVERT COPY: Please email your copy to promotions@lleynsheep.com (preferably as PDF).

Alternatively tick to repeat your 2019 Advert

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

Tick Website Address:

PAYMENT/BOOKING 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 by email promotions@lleynsheep.com and send payment by BACS
- Or with a cheque to:
Heather Stoney-Grayshon, Grange Farm Bungalow, Newton le Willows, Bedale DL8 1RY.
- ONLY COMPLETE BOOKINGS (booking form, payment & copy) CAN BE ACCEPTED
- The deadline for all bookings and copy is 6th January 2020
- ANY BOOKING payments received after 6th January 2020 will be accepted subject to space available and will incur a 10% SURCHARGE.
- 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 Price (before VAT)	£
(B) Web Link (£20) (if applicable)	
(C) Late surcharge 10% (on A & B) (if applicable)	£
VAT 20% (on A, B & C)	£
TOTAL AMOUNT DUE	£
Payment method (please tick):	
Cheque	BACS
Paying by BACS: Sort Code : 40-37-30 Account No : 21013548 Reference: HBXXXX (Society flock no.) e.g. HB02569 Cheques made payable to LLEYN SHEEP SOCIETY	

Guidelines

Advert Sizes

The Handbook is A5. Full page adverts should be 148mm 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.