



## 2022 HERD BOOK ADVERTISEMENT BOOKING FORM

*Please refer to requirement notes on the reverse of this page*

I/We are pleased to confirm our advertising requirements in the 2022 Herd Book as follows:-

	A5 Publication in full colour throughout	
Quarter Page	£ 50.00 + Vat (members) £80.00 + Vat (non-members)	£
Half Page	£ 175.00 + Vat	£
Full Page	£ 350.00 + Vat	£
Full page – inside front cover <b>ONE ONLY</b> (First come first served)	£ 410.00 + Vat	£
Full page – inside back cover <b>ONE ONLY</b> (First come first served)	£ 410.00 + Vat	£
Full page – outside back cover	<b>Open to sealed bids (closing date 5pm 17.12.21)</b>	
	<b>Sub Total</b>	£
	<b>Vat @ 20%</b>	£
	<b>TOTAL</b>	£
<b>PURCHASE ORDER NUMBER (If applicable)</b>		
Signed: ..... Please Print Name: .....		
Date: ..... Prefix (if applicable): .....		
Tel: ..... Email: .....		

Continued/.....

## Advertisement Requirement Notes

The prices quoted above include a design service.

1. **Where we design the text for you.** All text to be supplied to us in Microsoft Word, with any photographic images supplied separately, as a Jpeg file, with required text and colour instructions
2. **Where you supply your own completed artwork.** This must be supplied in the correct size and as an Adobe Acrobat PDF file, **with 3mm bleed and crop marks**. The Society will accept no responsibility for such artwork supplied and any changes after submission will require a new, revised PDF document

### Advert Dimensions

Double page – 297 x 210mm – *(remember that a double page spread loses visibility in the centre where the book is pinned – this will have to be factored into the design)*

Full Page – 148 x 210mm

Half Page – 118 x 90mm

Quarter page – 90 x 56mm

3. In all circumstances, where any changes are made to the original material supplied, an extra editing charge may be made
4. Please post or email your requirements to [info@britishbluecattle.org](mailto:info@britishbluecattle.org)

If you have any queries please do not hesitate to contact the Society Office and we will be pleased to help

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*The British Blue Cattle Society has final editorial control of the publication and in the event of any dispute, the Society's decision is final*