



2021 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 2021 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 ONE ONLY (First come first served)	£ 410.00 + Vat	£
Full page – inside back cover ONE ONLY (First come first served)	£ 410.00 + Vat	£
Full page – outside back cover	Open to sealed bids (closing date 5pm 11.1.21)	
	Sub Total	£
	Vat @ 20%	£
	TOTAL	£
PURCHASE ORDER NUMBER (If applicable)		
Signed: Please Print Name: Date: Prefix (if applicable): Tel: Email:		

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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

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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PLEASE NOTE INSTRUCTIONS RECEIVED AFTER 10th January 2021 CANNOT BE GUARANTEED TO BE INCLUDED IN THE 2021 HERD BOOK

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