



BEEF SHORTHORN JOURNAL 2023 VOLUME 19

Members Advertising Booking Form

Make sure to book your advertising space no later than **Friday, 23rd September**

All adverts will be sold on a first come, first served basis.

Please tick the Advert size you would like to book. All costs exclude VAT.

Advert	Size	Price (ex. VAT)
See artwork specification overleaf		Please tick <input checked="" type="checkbox"/>
Quarter Page	90mm x 135mm (no bleed)	£80.00 <input type="checkbox"/>
Half Page Horizontal	186mm x 135mm (no bleed)	£150.00 <input type="checkbox"/>
Half Page Vertical	90mm x 273mm (no bleed)	£150.00 <input type="checkbox"/>
Full Page	186mm x 273mm (no bleed)	£210.00 <input type="checkbox"/>
Double Page Spread	420mm x 297mm (+ 3mm bleed)	£390.00 <input type="checkbox"/>
Inside Front/Back Cover	210mm x 297mm (+ 3mm bleed)	£350.00 <input type="checkbox"/>

Design & Artwork Service available at a flat fee of **£60 (ex. VAT) per advert.** **Design Required:** Yes No

Deadline for submitting all advertising copy: Friday, 30th September 2022

Name: _____

Booking date: _____

Herd Name (if applicable): _____

Address: _____

Membership Number: _____

Telephone: _____

Email: _____

Signature: _____

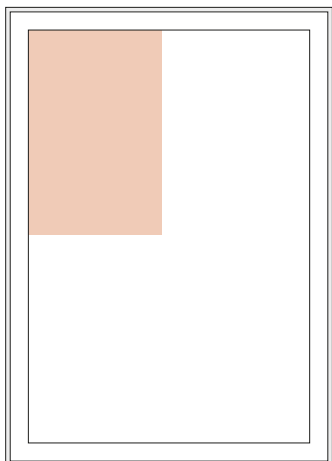
Postcode: _____

TO RESERVE YOUR SPACE, PLEASE COMPLETE AND RETURN THIS FORM BY 23RD SEPTEMBER 2022 LATEST TO:

**The Beef Shorthorn Cattle Society, Society Pavilion, Avenue M, Stoneleigh Park, Kenilworth CV8 2RG
Or email ellie@beefshorthorn.org . Contact Ellie or Clive directly on +44 (0) 2475 099146 with any queries.**

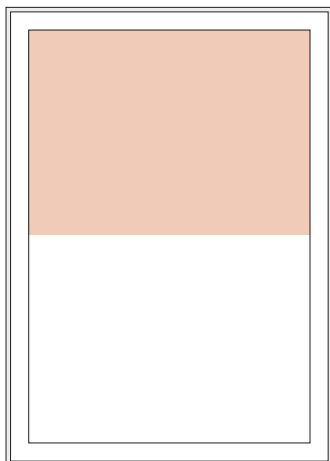
Payment must be made in full within 14 days of securing your booking. We will send you a confirmation email including details on how to make your payment. Payment may be made by BACS or cheque, payable to 'The Beef Shorthorn Cattle Society'.

File Requirements: If you are supplying your own artwork we require high resolution PDF, PSD, TIFF or JPEG files with all fonts embedded. All images must be CMYK mode and a minimum of 300dpi. If you would like your advert designing please send your design brief along with any high resolution images you would like to use to ellie@beefshorthorn.org, you will then receive a proof of your advert prior to printing.



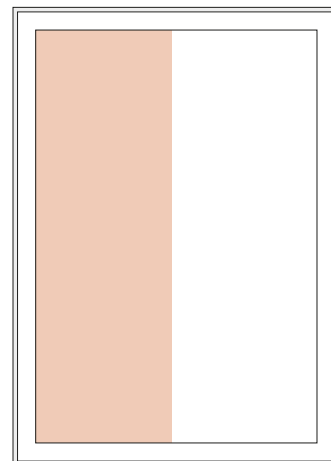
Quarter Page Horizontal

90mm (w) x 135mm (h)
(no bleed)



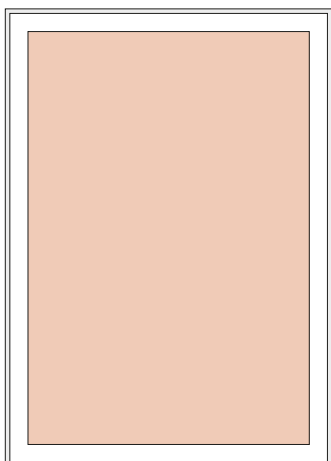
Half Page Horizontal

186mm (w) x 135mm (h)
(no bleed)



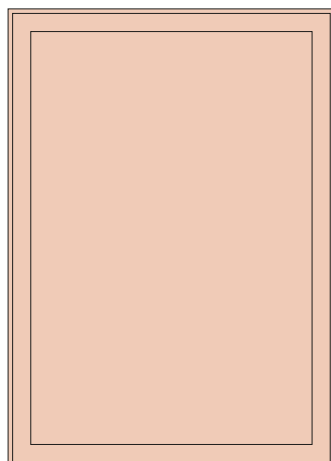
Half Page Vertical

90mm (w) x 273mm (h)
(no bleed)



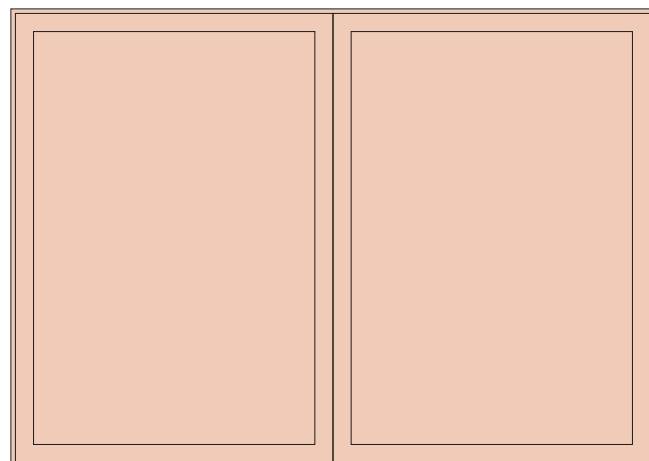
Full Page

186mm (w) x 273mm (h)
(no bleed)



**Inside Front Cover/
Inside Back Cover and
Back Cover only**

210mm (w) x 297mm (h)
(+ 3mm bleed)
Type Area: 186mm x 273mm

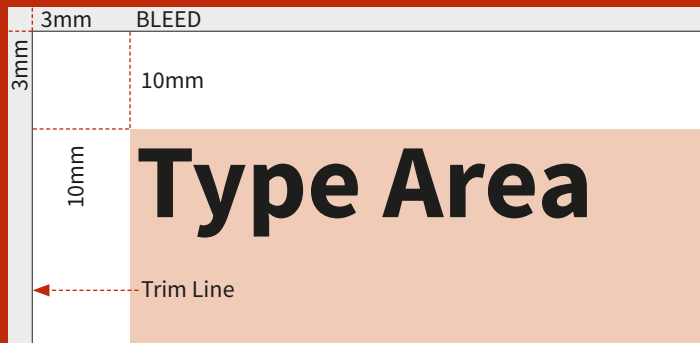


Double Page Spread (DPS)

420mm (w) x 297mm (h)
(+ 3mm bleed)
Type Area: 400mm x 273mm

Bleed: Please ensure all double page spreads and full page adverts that bleed, contain 3mm bleed around each side of the advert. Also please ensure all text is kept with the type area specified.

Colour: Full colour adverts must be created using CMYK colour mode at a minimum of 300dpi. Please make sure any spot colours are converted to process CMYK.



Please send all artwork files to: ellie@beefshorthorn.org