

Farmers Guide

2010 Advertisement rates and data

Mono advertisement rates

Advert size	Once	6 months	12 months
Double page spread	£1167	£1111	£1062
Full page	£729	£694	£662
Half page	£382	£365	£348
Quarter page	£200	£191	£179
Eighth page	£108	£103	£98
Classified semi-display per col cm (minimum 4 cm)	£8.20	£7.80	£7.40
Lineage	£4.00 per line (minimum 10 lines)		

Prices shown are for both Run of Magazine and Classified pages

Colour advertisement rates

Advert size	Once	6 months	12 months
Double page spread	£1620	£1543	£1470
Full page	£936	£892	£850
Half page	£522	£498	£475
Quarter page	£270	£257	£245
Eighth page	£148	£141	£135
Classified semi-display per col cm (minimum 4 cm)	£10.30	£9.80	£9.40

Special positions

Front cover	£1950	Solus positions Quarter page Plus 100% Half page Plus 20%
Back cover	£906	
Inside front cover	£906	
Inside back cover	£906	

ALL RATES SHOWN ARE EXCLUSIVE OF VAT

Terms & conditions

Farmers Guide Terms

Advertisements are accepted subject to approval of copy and we reserve the right to refuse any advertisement, even though accepted and paid for and to make alterations we deem necessary to maintain our standards.

Advertisements which do not conform to the Trade Descriptions Act 1968 or other relevant legislation will be refused. Mistakes that arise in the course of publication must be notified to us within one week of publication. After that time claims for credit cannot be considered.

Artwork and photographs are kept for 6 months after which all copy is destroyed.

Copyright

Artwork undertaken by Farmers Guide is COPYRIGHT and must not be published elsewhere without written permission.

Credit Terms

Invoices are raised and dated the week of publishing and payment is due 30 days from the date of the invoice. Interest may be charged for accounts exceeding these credit terms.

Agency Discounts

A 10% discount is allowed for advertising agencies providing that our credit terms are not exceeded and press ready copy is provided. Any studio time required on such advertisements will be charged for.

Specifications & dimensions

Page size in mm	Width	Height	Bleed	Type area
Full Page Bleed	210	297	+3	190 x 277
Full Page	190	270	N/A	N/A
Half Page Upright Bleed	103	297	+3	93 x 277
Half Page Upright	93	270	N/A	N/A
Half Page Bleed	210	148	+3	190 x 128
Half Page	190	133	N/A	N/A
Quarter Page	93	133	N/A	N/A
Quarter Page Landscape	190	65	N/A	N/A
Eighth Page	93	65	N/A	N/A
Front Cover	210	235	+4	195 x 220

Single column semi-display classified ads column width 35mm - minimum depth 4 cm

Electronic media

Document Format

PDF (please ensure file is optimised for print reproduction and all images are CMYK)

Photos/graphics

TIFF, JPEG, or EPS

E-mail

studio@farmersguide.co.uk (please mark all attachments with advertiser's name)

