

Farmers Guide

2018 Advertisement rates and data

Advertisement rates

| Advert size | Once | 6 months | 12 months |
|---|--------|----------|-----------|
| Double page spread | £1964 | £1841 | £1790 |
| Full page | £1134 | £1082 | £1035 |
| Half page | £631 | £604 | £572 |
| Quarter page | £327 | £312 | £297 |
| Eighth page | £176 | £171 | £161 |
| Classified semi-display per col cm (minimum 4 cm) | £13.50 | £12.50 | £11.50 |

Special positions

| | |
|----------------------|-------|
| Front cover | £2418 |
| Back cover | £1500 |
| Inside front cover | £1134 |
| Inside back cover | £1134 |
| Mini page | £780 |
| Gatefold (3 pages) | £3240 |
| Coverstock (2 pages) | £2210 |

| Solus positions | |
|-------------------------------|------|
| Eighth page | £418 |
| Quarter page (landscape only) | £520 |
| Half page | £750 |
| Third page | £556 |
| Digital | |
| Website banner from | £153 |

ALL RATES SHOWN ARE EXCLUSIVE OF VAT

Single column semi-display classified ads

Column width 35mm - Minimum depth 4cm

Electronic media

Document Format

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

Individual photos & graphics

TIFF, JPEG, AI or EPS

Inserts

Inserts by postcode, charge by weight, minimum 6,000 – please enquire

Specifications & dimensions

| 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 |
| Mini page | 142 | 189 | N/A | N/A |
| Third page landscape | 190 | 89 | N/A | N/A |
| Third page landscape bleed | 210 | 105 | +3 | 190x85 |

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.

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.

There is no agency discount on inserts.

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www.farmersguide.co.uk

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