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## ADVERTISEMENT RATES

### Terms

**Agency Commission: 10%. Payment must reach Pentlands Publishing Ltd within 30 days nett of the date of invoice.**  
Orders placed by UK based companies are subject to VAT. VAT will be added to prices stated at the standard rate (17.5%).  
Cancellations – 60 days before publication.

### Space Rates

| Space              | Size<br>depth x width (mm) | Space rates for single insertion |        |
|--------------------|----------------------------|----------------------------------|--------|
|                    |                            | Black and White                  | Colour |
| Double Page Spread | 297 x 420                  | £1,450                           | £2,700 |
| Full Page          | 297 x 210                  | £850                             | £1,475 |
| Half Page          | 124 x 178 or 254 x 86      | £450                             | £855   |
| Quarter Page       | 124 x 86 or 61 x 178       | £275                             | £540   |
| Eighth Page        | 61 x 86                    | £160                             | £330   |

### Series Discounts (number of insertions includes advertising in Feed Compounder)

To qualify for series prices, all advertisements must appear within a twelve month period

|                    |              |
|--------------------|--------------|
| 2 to 4 insertions  | 10% discount |
| 5 to 7 insertions  | 15% discount |
| 8 to 10 insertions | 20% discount |
| 11+ insertions     | 25% discount |

### Special Positions

|                                |                                 |
|--------------------------------|---------------------------------|
| Page 3 – first right hand page | £1,700 ( including full colour) |
| Guaranteed solus position      | +20%                            |
| Any other guaranteed position  | +10%                            |

### Cover Rates

Full colour is available on all covers at no additional cost

|                     |        |
|---------------------|--------|
| Outside Front Cover | £2,500 |
| Outside Back Cover  | £1,850 |
| Inside Front Cover  | £1,850 |
| Inside Back Cover   | £1,650 |

### Company Profiles

Four page, full colour advertising feature including up to a full page of display advertising. 1000 reprints included. £2,650

### Inserts

Loose inserts £850    Bound inserts £995    (Maximum weight 15g — £35 per gram extra over 15g)

### Colour Photographs

Size to 85mm £100    Size to 120mm £135    (Size refers to maximum dimension, height or width)

### Mechanical Data

|              |   |
|--------------|---|
| Trimmed size | Nominally A4: 297 x 210mm at covers, reducing to 297 x 208mm at centre spread   |
| Process      | Sheet-fed offset litho, saddle stitched   |
| Bleed        | Page 303 x 213mm (allows 3mm trim top, bottom and fore edge)<br>Centre spread 303 x 422mm (allows 3mm trim at each edge)<br>Front cover 228 x 213mm (allows 3mm trim at foot and right hand edge) |

### Copy Requirements

**ADVERTISING MATERIAL IS REQUIRED ELECTRONICALLY WHEREVER POSSIBLE** and may be supplied on CD-ROM or e-mail. Our preferred format is PDF (Adobe Portable Document Format). However, we can also accept EPS files or PageMaker, QuarkExpress and many other native file formats. Except for PDFs, ensure all fonts used are included on the disk or converted to curves. Any graphic work undertaken by us may be charged extra but any such charge will be cleared in advance.