

ADVERTISEMENT RATES

2010

FEED COMPOUNDER

PENTLANDS PUBLISHING LTD
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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.
 Publication: 1st of month. Cancellations – 60 days before publication.

Space Rates

Space	Size depth x width (mm)	Space rates for single insertion	
		Black and White	Colour
Double Page Spread	297 x 420	£1,450	£2,450
Full Page	297 x 210	£850	£1,350
Half Page	124 x 178 or 254 x 86	£450	£775
Quarter Page	124 x 86 or 61 x 178	£275	£495
Eighth Page	61 x 86	£160	£295

Series Discounts

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 – facing ‘Opinion’	£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	£2,250
Outside Back Cover	£1,675
Inside Front Cover	£1,675
Inside Back Cover	£1,475

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)

Classified

In Buyers' Guide section - rates from £123 per year. Full details on request or from www.feedcompounder.com

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) Centre spread 303 x 422mm (allows 3mm trim at each edge) 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 by 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.