



2009 HERD BOOK

Advertising Order Form

PLEASE NOTE INSTRUCTIONS RECEIVED AFTER FRIDAY 28th NOVEMBER CANNOT BE GUARANTEED TO BE INCLUDED IN THE 2009 HERD BOOK

The Society cannot be held responsible for any advertisement inaccuracies, for any copy received after the above closing date.

I/We are please to confirm our advertising requirements in the 2009 Herd Book as follows: -

Please refer to requirement notes on the reverse of this page

	Black & White		Colour	
Quarter Page	£ 47.25	£	£ 68.25	£
Half Page	£ 71.00	£	£ 136.50	£
Full Page	£ 115.50	£	£ 275.00	£
Full page – inside front cover ONE ONLY (First come first served)	Not available		£ 315.00	£
Full page – inside back cover ONE ONLY (First come first served)	Not available		£ 315.00	£
Full page – outside back cover	Not Available			
Total cost exclusive of Vat – Colour advertisements				£
Total cost exclusive of Vat – Black & White advertisements				£
Total ex Vat				£
Vat @ 17.5%				£
I enclose a cheque for the total amount of/please debit my account to the sum of				£
(please delete as applicable)				TOTAL

Signed
Please Print Name
Date Prefix (if applicable)
Tel: Fax:
e-mail address:

Please post or fax to:-

The Company Secretary, British Blue Cattle Society, Fell View, Blencarn, Penrith, Cumbria, CA10 1TX. Fax 01768 88779



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ADVERTISEMENT COPY DETAILS

Please complete the following and return to the Secretary with your order form.

		Please tick
1	I would like exactly the same advertisement, as appeared in the 2008 Year Book	
2	I require a new copy and I enclose my requirements, as below. Please design the advert for me.	
3	I enclose completed artwork (<i>please see instruction 2 below</i>)	
4	I enclose photograph(s) prints with clearly identified captions on the reverse, or on CD, scanned at 300 dpi	
5	I enclose my company logo	

Advertisement Requirement Notes

The prices quoted above include a design service. We would recommend that you avail yourself of this facility, as it does assist us in the design compatibility throughout the publication

1. **Where we design the text for you.** All text to be supplied to us in Microsoft Word, with any photographic images supplied separately, as a Jpeg file, with required text and colour instructions
2. **Where you supply your own completed artwork.** This must be supplied in the correct size and as an Adobe Acrobat PDF file, with "Bleed." The Society will accept no responsibility for such artwork supplied and any changes after submission will require a new, revised PDF document
3. In all circumstances, where any changes are made to the original material supplied, an extra editing charge will be levied.
4. Please post, fax or email your requirements to info@britishbluecattle.org

The British Blue Cattle Society has final editorial control of the publication and all adverts must be inline with Society policy. In the event of any dispute, the Society's decision is final.

If you have any queries please do not hesitate to contact the Society's Penrith Office, through which all communications are to be made.