



BREEDERS HANDBOOK ADVERTING 2025

DEADLINE: FRIDAY 31st JANUARY 2025

Name:	Society Flock No.
Landline:	Mobile:
Email Address:	
Signed:	Date:

ADVERT DETAILS (A)				
The handbook is A5, 145mm x 210mm. Adverts should have a 3mm bleed. Please tick <u>one</u> option from the table below:				
Description	Size	Before Vat	Total	Tick to select
<i>Handbook only (the advert will appear in the printed handbook only)</i>				
Half Page	(130mm x 85mm)	£95 + vat	= £114.00	
Full Page	(130mm x 190mm)	£120 + vat	= £144.00	
Double Page	(130mm x 190mm x 2)	£220 + vat	= £264.00	
<i>Handbook, Website & Social Media (the advert will appear in the printed handbook, Society website & across Social Media)</i>				
Half Page	(130mm x 85mm)	£120 + vat	= £144.00	
Full Page	(130mm x 190mm)	£145 + vat	= £174.00	
Double Page	(130mm x 190mm x 2)	£245 + vat	= £294.00	
ADVERT COPY – Please email your copy to promotions@lleynsheep.com (preferably as PDF).				
Alternatively tick this box to repeat your 2024 advert:				
WEB LINK (B)				
Add a link from the Society website to my own website for only £20 + vat for 11 months. Please note the website address here:			= £24.00	

- Please return the booking form by email to Kathryn via promotions@lleynsheep.com
- DO NOT SEND PAYMENT – an invoice will be raised and sent
- Bookings will only be confirmed upon receipt of FULL PAYMENT. If payment is not received before going to print, the Society has the right to cancel the advert.
- Please make sure you have permission to use the photograph(s) in your advert
- Proofs will be sent by email where an email address is supplied
- The deadline for all bookings and copy is 31st January 2025
- ANY BOOKINGS received after 31st January 2025 will be accepted subject to space available and will incur a 10% SUR-CHARGE.

PAYMENT	
(A) Advert Price	£
(B) Web Link (£24) (if applicable)	
	£
A late surcharge of 10% will be added to bookings received after 31 st January 2025	
DO NOT SEND PAYMENT. AN INVOICE WIL BE RAISED AND SENT. BOOKINGS WILL ONLY BE CONFIRMED ONCE FULL PAYMENT IS RECEIVED	

Guidelines

Advert Sizes

The Handbook is A5. Full page adverts should be 148mm x 210mm with 3mm bleeds all round. If you are creating your own artwork and require the advert to have a white border or it is not a full page please set all artwork to the below sizes:

- Full page – 130mm wide x 190mm high
- Half page – 130mm wide x 85mm high

Images

Images downloaded from the internet will not be good enough for print. Also copy right issues may mean you do not have permission. For the best quality, images should be 300dpi (resolution).

Please give consideration to the photos you are using. Look long and hard do they do you and the Lleyn justice. If you looked at that photo as a potential customer, would it make you purchase from this flock?

File Formats

Complete advert designs are best sent over in PDF form. This will ensure accurate output of the file.

If you are sending copy for an advert to be put together, please send text in word format and images as jpeg.