



Tuesday 14 - Thursday 16 July 2020

Advertising Booking Form

Advertising opportunities

Programme

*Please check availability of cover positions before booking

O/back cover, full colour *	£1,500 + VAT	<input type="checkbox"/>
I/back cover, full colour *	£1,500 + VAT	<input type="checkbox"/>
I/front cover, full colour *	£1,500 + VAT	<input type="checkbox"/>
Full page, full colour	£810 + VAT	<input type="checkbox"/>
1/2 page, full colour	£590 + VAT	<input type="checkbox"/>
1/4 page, full colour	£310 + VAT	<input type="checkbox"/>

Catalogue

*Please check availability of cover positions before booking

O/back cover, full colour *	£650 + VAT	<input type="checkbox"/>
I/back cover, full colour *	£530 + VAT	<input type="checkbox"/>
I/front cover, full colour *	£530 + VAT	<input type="checkbox"/>
Inner page adverts appear in equine, sheep & beef catalogues		
Full page, mono	£290 + VAT	<input type="checkbox"/>
1/2 page, mono	£185 + VAT	<input type="checkbox"/>

Banner advertising

Gates available: Brown / Gold / Green / Blue*

*Delete gates not required

Perimeter fence banner space	£470 + VAT	<input type="checkbox"/>
Entrance gate	£630 + VAT	<input type="checkbox"/>

Booking deadline 17 April 2020

Copy deadline 1 May 2020

Digital opportunities

Shopping listings on website

Top banner position	£375 + VAT	<input type="checkbox"/>
Banner advert	£325 + VAT	<input type="checkbox"/>
Premium listing	£170 + VAT	<input type="checkbox"/>
Weblink listing	£90 + VAT	<input type="checkbox"/>

Competitor page on website

Top banner position	£375 + VAT	<input type="checkbox"/>
Banner advert	£325 + VAT	<input type="checkbox"/>

Where to stay page on website

Top banner position	£375 + VAT	<input type="checkbox"/>
Premium listing	£230 + VAT	<input type="checkbox"/>
Featured listing	£170 + VAT	<input type="checkbox"/>

Big Screens (x3) around showground

1 advert x 3 per day	£1,000 + VAT	<input type="checkbox"/>
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Total	
VAT	
Grand total	

Contact name:	Name of advertiser:
Invoice address (Agency if applicable)	
Postcode:	Tel no
Email:	
Date	Signature

I enclose a cheque/PO for £ made payable to YAS Enterprises Ltd

Debit my MASTERCARD VISA SWITCH MAESTRO DEBIT CARD

Card No

Expiry / Start / Issue No Sec code

Name on card (please print):

BACS Transfer Details
 Barclays Bank
 25-26 James Street
 Harrogate
 HG1 1QX
 Acc Name: YAS (Enterprises) Ltd
 Sort Code: 20-37-13
 Account Number: 33830306

Please quote your company name as a reference

To be returned to Sally Wall, Marketing Coordinator, Yorkshire Agricultural Society, Regional Agricultural Centre, Great Yorkshire Showground, Harrogate HG2 8NZ.
 Tel: 01423 546218 | Email: sallyw@yas.co.uk

Advertising Booking Form

- 1. The Publishers shall not be bound by notice of stop orders or cancellations of advertisements less than 40 days before publication.**
- 2. Copy:** The copy must be supplied either on Mac/PC CD, either as an EPS file or high resolution PDF, with an accurate printed proof prior to the copy deadline for each advert booked. It is no longer acceptable to provide artwork as film or bromide.
- 3. Layout:** The Publishers shall have the right to make any alterations they consider necessary or desirable in an advertisement, or to require any blocks or copy to be amended to meet their approval. Where no layout or type mark up is supplied with the copy instructions, the composition of the advertisement will be at the discretion of the printer. Subsequent alterations will be charged extra on a time basis.
- 4. Corrections:** The Publishers shall not be held responsible for any inaccuracies in an advertisement where the copy layout has been received after the published copy date.
- 5. Positions:** Special positions given only if agreed in writing and at extra charge.
- 6. Refusal:** The Publishers shall have at their absolute discretion the right to refuse to accept any advertisement without disclosing the reason therefore. Also, at their absolute discretion the right to refuse, omit, suspend or change the position of any advertisement accepted for insertion.
- 7. Price:** Price shown overleaf for space only. Alterations to settings carried out according to copy layouts supplied by the advertiser, will be charged extra on a time basis. No artwork can be amended or created by the Yorkshire Agricultural Society.
- 8. Payment:** Payment due at time of booking. A voucher copy will be provided following the Great Yorkshire Show.
- 9. Loss:** The Publishers will not be responsible for any error in the insertion of, or omission to insert any advertisement or for any damage or loss of any blocks, drawings or other material supplied for the purpose of an advertisement.
- 10. Claims:** The advertising agency or advertiser submitting the advertisement shall indemnify the Publisher in respect of costs, damages or other charges falling upon them as a result of legal actions or threatened legal actions arising from the publication of the advertisement published in accordance with the copy instructions supplied to the Publishers by the agency or advertiser. The placing of an order for the insertion of an advertisement shall amount to an acceptance of the above conditions and any conditions stipulated on an agency's form or elsewhere by an agency or an advertiser shall be void in so far as they are in conflict with them.