



GREAT YORKSHIRE SHOW

CELEBRATING THE GREAT

The Great Yorkshire Show raises funds for the Yorkshire Agricultural Society,
a registered charity helping to support farming, food and countryside.

Advertising Booking Form
Tuesday 14 - Friday 17 July 2026



Print Advertising from £349 + VAT

Souvenir programme

Get your brand in front of a large audience with a 73% ABC1 profile. A comprehensive guide to the Show including Showground map. Full colour throughout and a print run of 15,000. All artwork should be supplied at a minimum of 300dpi in CMYK PDF format. Ensure ALL fonts are embedded or converted to outlines.

* Please check availability of cover positions before booking.

Full page	Half page	Quarter page
170mm (w) x 240mm (h)	145mm (w) x 106mm (h)	70mm (w) x 106mm (h)
3mm bleed to all sides and crop marks	No bleed	No bleed

Gate Banner Advertising

Banner dimensions 2m x 0.8m fitted with eyelets

Digital Advertising from £149 + VAT

Website Banners	Top Banner	Skyscraper
Available on Shopping, Competitors or Where to Stay pages. All listings will remain on the website until January 2027	720px (w) x 90px (h)	250px (w) x 250px (h)
	Artwork to be supplied as HTML	Artwork to be supplied as jpeg or png

Shopping Page	Premium Listing	Standard Listing
All listings will remain on the website until April 2027.	Includes company name, location, image, 25 words and URL. Appears at the top of the relevant category listing.	Includes company name, location and a 20 word description (this information will be taken from details provided to the trade stand department).
	300px (w) x 224px (h)	
	Artwork to be supplied as jpeg or png	

Where to Stay Page	Featured Listing	Standard Listing
All listings will remain on the website until January 2027.	Includes image, 25 words and URL. Restricted to three businesses and placed at the top of the page.	Includes title, image, 25 words, image and URL.
	300px (w) x 224px (h)	300px (w) x 224px (h)
	Artwork to be supplied as jpeg or png	Artwork to be supplied as jpeg or png

Email Banner
1200px (w) x 400px (h) Artwork to be supplied as jpeg or png URL

App - Trade Stands only	
Available to download ahead of the Great Yorkshire Show to help our visitors get the most out of their visit. Suitable for trade stands highlighting products on offer.	
Offer Page	Premium Shop Listing
Title (251 character limit) Summary (128 character limit) Description (4,000 character limit) T&Cs (4,000 character limit) Promotional Code or URL Start and end date of offer 1500px (w) x 800px (h) (1500px (w) x 400px (h) safe area)	1500px (w) x 800px (h) (1500px (w) x 400px (h) safe area) 1500 character limit description

Print*									
Souvenir Programme*	Inside F/C	Outside B/C	Inside B/C	Full Page	Half Page	Quarter Page			
	£1849	£1849	£1849	£949	£649	£349			
Qty									
Gate Banner Advertising	Brown		Gold		Green		Blue		
	£749		£749		£749		£749		
Qty									
Digital*									
Website Banners	Top Banner	£499	Qty		Skyscraper	£399	Qty		
Website Shopping (Trade stands only)	Premium	£349	Qty		Standard	FOC	Qty	1 max	
Website Where to Stay	Featured	£349	Qty		Standard	£249	Qty		
Email Banner	Farming Subscribers				Public Subscribers				
	£800		Qty		£1600		Qty		
App	Offer Page				Premium Shop Listing				
	£149		Qty		£199		Qty		
BACS transfer details Barclays Bank 25-26 James Street, Harrogate HG1 1QX Account Name: YAS (Enterprises) Ltd Sort Code: 20-37-13 Account Number: 33830306						Total			
						VAT			
						Grand Total			
						*All prices listed exclude VAT			

Quote Ref: Please quote your company name as reference.

Payment is required to confirm booking

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

Booking deadline 22 May 2026 | Copy deadline 29 May 2026
Completed booking form to be returned to marketing@yas.co.uk | Tel: 01423 541000

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 as a high resolution PDF, with an accurate for each advert booked.
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 for advertising booked in the Souvenir Programme or Livestock Catalogues 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.

Yorkshire Agricultural Society, Great Yorkshire Showground,
Railway Road, Harrogate, HG2 8NZ

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Company Reg No 01666751 | Reg Charity No 513238.

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