

## Terms

**Agency Commission: 10%. Payment must reach Pentlands Publishing Ltd within 30 days 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.

## Space Rates

Space	Size (height x width in mm)	Space rates for single insertion	
		Black and White	Colour
Double Page Spread	297 x 420 (trimmed size)	£1525	£2700
Full Page	297 x 210 (trimmed size)	£895	£1475
Half Page	124 x 178 or 254 x 86	£475	£855
Third Page	80 x 178 or 254 x 51	£360	£650
Quarter Page	124 x 86 or 61 x 178	£295	£540
Eighth Page	61 x 86	£175	£330

## Series Discounts

2 insertions.....	5% discount
3 insertions .....	10% discount
4 insertions .....	15% discount
5 insertions .....	20% discount
6 insertions .....	25% discount

*To qualify for series prices, all advertisements must appear within a twelve month period*

## 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

Outside Front Cover.....	£2,500
Outside Back Cover .....	£1,850
Inside Front Cover .....	£1,850

*Full colour is included in the cost of all covers*

## Advertising Features/Company Profiles

Five page feature including 1000 reprints .....	£2,650
Four page feature without reprints .....	£2,400
Two page feature including 1000 reprints .....	£1,850
Two page feature without reprints.....	£1,600

## Feed Compounder e-letter Sponsorship

One e-letter (cost per e-letter).....	£200
Two e-letters (cost per e-letter) .....	£150
Three e-letters (cost per e-letter) .....	£125
Four or more e-letters (cost per e-letter).....	£100

## Inserts

Loose inserts £995

## 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](http://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 by e-mail, file transfer software or on CD-ROM. Our preferred format is PDF (Adobe Portable Document Format). We can also accept EPS files, although please ensure that all fonts used are converted to curves. Any graphic work undertaken by us may be charged extra but any such charge will be cleared in advance.