



# Advertisement Booking Form 2018

Book your advertising space now, simply TICK the appropriate box(es) below

## Programme

A5, full colour throughout with a print run of 6,000.

A comprehensive guide to CountrySide Live with each day's programme of events including equine events and dog agility, map and much more. Also an index of trade stands.

- |                                  |             |                          |   |
|----------------------------------|-------------|--------------------------|---|
| <b>O/Back Cover Full Colour</b>  | <b>£400</b> | <input type="checkbox"/> | <b>Dimensions</b>   |
| <b>I/Back Cover Full Colour</b>  | <b>£400</b> | <input type="checkbox"/> | Full Page - A5 portrait - 210mm (h) x 148mm (w)                     |
| <b>I/Front Cover Full Colour</b> | <b>£400</b> | <input type="checkbox"/> | Half Page - Horizontal - 105mm (h) x 148mm (w)                      |
| <b>Full Page - Full Colour</b>   | <b>£300</b> | <input type="checkbox"/> | <b>3mm Bleed</b>  |
| <b>1/2 Page - Full Colour</b>    | <b>£175</b> | <input type="checkbox"/> | <b>Please check availability of cover positions before booking.</b> |
| <b>1/4 Page - Full Colour</b>    | <b>£125</b> | <input type="checkbox"/> |   |

## Weblink

Highlight your presence to over 50,000 visitors to [www.countrysidelive.co.uk](http://www.countrysidelive.co.uk).

Alphabetical company listing and weblink to appear under Shopping.

- |                                    |             |                          |   |            |                          |
|------------------------------------|-------------|--------------------------|---|------------|--------------------------|
| <b>Basic listing with 25 words</b> | <b>FREE</b> | <input type="checkbox"/> | <b>Advanced listing with 25 words plus company logo</b> | <b>£50</b> | <input type="checkbox"/> |
|------------------------------------|-------------|--------------------------|---|------------|--------------------------|

NB: Listing is alphabetical by company name and will remain on the site for one year. Logo must be provided in an electronic format. Send URL, words and logo to [sallyw@yas.co.uk](mailto:sallyw@yas.co.uk)

## Banner Space

Get your brand name in front of our visitors before they enter the Showground at blue gate or during the show in one of three rings: equine / livestock / sheep.

- |                                   |             |                          |                          |             |                          |
|-----------------------------------|-------------|--------------------------|--------------------------|-------------|--------------------------|
| <b>Entrance Gate Banner Space</b> | <b>£120</b> | <input type="checkbox"/> | <b>Ring Banner Space</b> | <b>£150</b> | <input type="checkbox"/> |
|-----------------------------------|-------------|--------------------------|--------------------------|-------------|--------------------------|

Please check availability of gate and ring positions before booking as these are limited

**Booking and Copy Deadline:**  
**21st September 2018**  
 All subject to standard rate VAT

<b>Total</b>	
<b>Plus VAT</b>	
<b>Grand Total</b>	

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

I enclose a cheque/PO for £..... made payable to YAS Enterprises Ltd		<b>BACS Transfer Details</b> Barclays Bank 25-26 James Street Harrogate HG1 1QX Acc Name: YAS (Enterprises) Ltd Sort Code: 20-37-13 Account Number: 33830306 <b>Please quote your company name as a reference</b>
Debit my <b>MASTERCARD</b> <input type="checkbox"/> <b>VISA</b> <input type="checkbox"/> <b>SWITCH</b> <input type="checkbox"/> <b>MAESTRO</b> <input type="checkbox"/> <b>DEBIT CARD</b> <input type="checkbox"/>		
Card No	<input type="text"/>	
Expiry	<input type="text"/> / <input type="text"/> Start <input type="text"/> / <input type="text"/> Issue No <input type="text"/> Sec No <input type="text"/>	
Name on card (please print): .....		

To be returned to Sally Wall, Marketing Coordinator, Yorkshire Agricultural Society, Regional Agricultural Centre, Great Yorkshire Showground, Harrogate HG2 8NZ. Tel: 01423 546218 | Fax: 01423 541414 | Email: [sallyw@yas.co.uk](mailto:sallyw@yas.co.uk)

# Booking Conditions

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 Countryside Live.
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.