Accepted Formats

Programme
**Finished Trim Size:**
148mm wide x 210mm high
**Note:** Sizes below are to fit the type area of publication

- **Full Page**
  - W124mm H1187mm
- **Half Page**
  - W124mm H91mm
- **Quarter Page**
  - W76mm H67mm
- **Bleed size**
  - W154mm H216mm

Catalogue
**Finished Trim Size:**
124mm wide x 178mm high
**Note:** Sizes below are to fit the type area of publication

- **Full Page**
  - W100mm H152mm
- **Half Page**
  - W100mm H74mm
- **Bleed size**
  - W130mm H184mm

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**InDesign CC** - include: job files, 3mm bleed on all sides, all images and fonts. CMYK colour space.

**Photoshop CC** - Tiffs, JPEGs, PSD files. CMYK colour space.

**Illustrator CC** - include: AI file, outlined EPS file, all images and fonts. CMYK colour space.

**Acrobat Pro DC** - PDFs: High Quality Print CMYK, 3mm bleed on all sides, 300dpi images, 1200dpi lineart, transparency flattened, fonts embedded.

**QuarkXPress 8** - include: job files, 3mm bleed on all sides, all images and fonts.

**Images**
CMYK colour space. Images 300dpi, logos/lineart at 1200dpi - at the size they are being used.

**PDF**
Please use High Quality Print setting. CMYK colour space. Please ensure all fonts are embedded. Images at 300dpi, logos/lineart at 1200dpi.

**Email**
There is a 10mb limit, should your files be larger than this please use a file transfer service or contact us for the FTP Website instructions.

**FTS**
Please use one of the file transfer services available online eg. High Tail, We transfer, with our contact being jim.skwarek@geeringsprint.co.uk

**FTP Website**
Please contact mike.okill@geeringsprint.co.uk for FTP instructions

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**Sioe Frenhinol Cymru 2020**
**Royal Welsh Show 2020**

Advertising Rates for the Official Programme & Catalogue

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Llanelwedd, Builth Wells
Gorff/July 20, 21, 22, 24 2020

The **PROGRAMME** - Is essential reading for the visitor, providing an inexpensive platform for your company to advertise its products and services.

The **CATALOGUE** - Is ideal for advertising to the county’s Agricultural and Equine communities.

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rwas.co.uk
Advertisement Order

Please tick ☑ where applicable

**Show Programme**

<table>
<thead>
<tr>
<th>FULL COLOUR RATES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>£1,965</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,595</td>
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<tr>
<td>Inside Back Cover</td>
<td>£1,445</td>
</tr>
<tr>
<td>Full Page</td>
<td>£1,275</td>
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<tr>
<td>Half Page</td>
<td>£715</td>
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<tr>
<td>Quarter Page</td>
<td>£445</td>
</tr>
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The **Royal Welsh Show** continues to attract large numbers of business and political leaders. There were also over 1000 international show-goers registering at the International Pavilion from over 34 countries from as far afield as Australia, Canada, Kazakhstan, Kenya, Nepal, Russia and South America.

With large numbers of exhibitors and visitors alike The Royal Welsh Show represents all that is good about agriculture and the rural community."

We are pleased to be able to offer you the opportunity to advertise in the 2019 show publications which are made available throughout the showground to both visitors and exhibitors alike.

The **Official Show Programme** plays an important role in the visitors days becoming their guide throughout the show. Containing the full programme of events, trade stand lists and showground map it is essential reading for tens of thousands of visitors. As well as being made available throughout the showground this programme is also given to over 8,000 society members at the show.

The **Official Show Catalogue** is a complete and comprehensive guide to the show providing all the information required by agricultural society members, both livestock & equine exhibitors and those visitors with a more serious interest in agricultural matters. The catalogue is an important source of information for farmers, growers and service providers providing an ideal platform for those advertising wishing to reach the County’s agricultural and equine communities.

If you have any queries please contact us -
Tel: 01233 658611 or Email: jim.skwarek@geeringsprint.co.uk

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**Show Catalogue**

<table>
<thead>
<tr>
<th>FULL COLOUR RATES</th>
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</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>£1,595</td>
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<tr>
<td>Inside Front Cover</td>
<td>£1,445</td>
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<tr>
<td>Inside Back Cover</td>
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<tr>
<td>Full Page</td>
<td>£1,035</td>
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<tr>
<td>Half Page</td>
<td>£655</td>
</tr>
</tbody>
</table>

**MONO RATES**

| Full Page Mono              | £655   |
| Half Page Mono              | £445   |

**SEE GUIDE FOR SIZES & ORIENTATION**

- Repeat previous Advert
- Repeat previous Advert with alterations (charged extra)
- Please provide quotation for creating artwork for my advertisement
- Loose Inserts Quotation request
- AGENCY Discount 10%
- Authors Corrections charged extra
- V.A.T. charged at extra at current rate

**LATEST Copy Date:**
19 June 2020
**EARLIER WOULD BE PREFERRED**

**Cancellation Date** -
Advertisements cancelled after 5 June 2020 will be charged in full.
Terms and Conditions

1. Geerings Print Ltd. (hereinafter called the printer) retain the right to edit advertisers’ copy should it, in their absolute discretion, be deemed necessary.

2. The Printer retains the right to refuse to accept any advertisement and should the occasion arise, to issue the publication with cancelled or amended advertisements, without assigning a reason in either case.

3. Other than cover positions, the printer reserves the right to insert any advertisements in any position in the publication.
   No guarantee can be given nor be assumed that any advertisements will be placed in any particular position unless confirmed in writing.

4. Advertising copy to be supplied as specified overleaf. Any other format will be charged extra.

5. Proofs, should be checked carefully and returned by the specified date with any corrections and additions clearly marked thereon. If corrections have not been received by the specified date we reserve the right to print the artwork in its proofed state.

6. Your attention is drawn to the Trade Descriptions Act 1968, which makes it an offence for any person, in the course of any trade or business, to give any false indications or statement direct or indirect, about any goods supplied by him. This Act also applies to services, accommodation or facilities.

7. A Voucher copy of the publication will be sent to each advertiser.
   Where bookings have been made by an advertising agent, the agent will receive the voucher copy.

8. Payment for all advertisements is due within thirty days of booking.

Contact Information

I hereby order my advertisement for
The ROYAL WELSH SHOW 2020
as detailed below @ £............................................... plus VAT.

Contact Name................................................................

Company Invoice Name................................................

Address..............................................................................

.......................................................................................

Charity Number ................................................................

Telephone.............................................................Fax

Email..............................................................................

Email for Proofs..........................................................

Purchase Order No......................................................

Signed..............................................................................

Date ...................................................................................

☐ Option to pay by credit card on booking

Post to: THE ROYAL WELSH SHOW
          Advertisement Office, Geerings Print Ltd.,
          Cobbs Wood House, Chart Road, Ashford Kent TN23 1EP.

Enquiries: T: 01233 658611  E: jim.skwarek@geeringsprint.co.uk