

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)	Cost for a single insertion including full colour
Double Page Spread	297 x 420 (trimmed size)	£2750
Full Page	297 x 210 (trimmed size)	£1495
Half Page	124 x 178 or 254 x 86	£875
Third Page	80 x 178 or 254 x 51	£665
Quarter Page	124 x 86 or 61 x 178	£550
Eighth Page	61 x 86	£335

Series Discounts

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

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

Advertising Features/Company Profiles

Four page feature including 1000 reprints	£2,700
Four page feature without reprints	£2,450
Two page feature including 1000 reprints	£1,900
Two page feature without reprints.....	£1,650

Feed Compounder e-letter banner

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 up to nine e-letters (cost per e-letter)	£100
Ten or more e-letters (cost per e-letter)	£75

E-letter banners should be supplied as 468 x 60 pixels (width x height) GIF or JPG files. Please also supply a URL for the hyperlink.

Colour Photographs

Size to 85mm £100 Size to 120mm £135 (Size refers to maximum dimension, height or width)

Classified

In Buyers' Guide section in print and on-line - rates per annum under one heading are: £123 (standard entry); £165 (bold entry); £220 (bold entry with logo); £572 (small panel); £880 (large panel). Discounts are available for inclusion under more than one heading: 5% for 2; 10% for 3; 15% for 4; 20% for 5; 25% for more than 5. Full details and a booking form are available at 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).