



Blwyddlyfr 2021 2021 Journal

Important Deadlines

December 7th, 2020

All editorial, reports, articles, obituaries, prize-winners photographs
All advertisements, Stallions at Stud, A.I Stallions at Stud

This date will be strictly adhered to and no exceptions will be made for adverts which are late, or which arrive in an incomplete form.

Advertisements

should be sent to journal@wpcs.uk.com

**The Welsh Pony and Cob Society, Bronaeron, Felinfach, Lampeter, Ceredigion.
SA48 8AG**

- Payment can be made via the Society's website www.wpcs.uk.com or by calling 01570 471754.
- Advertisements must be supplied as complete.
- Digital images/text is preferred and should be sent via email to journal@wpcs.uk.com or saved on a CD/DVD or USB and submitted with the completed order form. If you wish to have the disc or stick returned, please enclose an SAE.
- Full page adverts are 148mm (width) by 210mm (height), with a 4mm bleed.
- Half page adverts are 128mm by 90mm.
- Quarter page adverts are 128mm by 43mm.
- Please provide your advertorial text **at the same time** as your advertisement
- **Proofs will only be sent on request.** It is the responsibility of the advertiser to check the advert before submission.
- Please note all pages will be numbered and this will mean that a page number will be added to your advertisement after proofing.

NEW FOR 2021 - ADVERTORIAL SPACE

This year we are offering **free** Advertorial space with each Stud advertisement purchased. This is a page of text to accompany your advert. Logos are permitted, but no pictures. If you are submitting your Advert camera ready, please include your Advertorial in camera ready form.

An advertorial is a form of advertising which involves giving information in the form of an article. Your advertorial will be **text only** – no images will be allowed apart from logos.

Ideas for advertorials could be:

- Your stud history / stud news
- A tribute to a particular animal
- Your foaling list of mares covered for 2021.
- Details of the stallions you stand at stud
- Details of stock for sale

How much advertorial space do I get for free with my Advert?

- Double page Advert + 1 Full page Advertorial
- Full page advert + 1 Full page advertorial
- Half page advert + 1 Half page Advertorial

The word count for an advertorial page is between **350 - 400** words. The word count for a half-page is between **180 -200** words.

Your advertorial content must be submitted at the same time as your advertisement. This is optional – if you do not wish any advertorial space please note this when submitting your advertisement.

The Society reserves the right to edit advertorial content

Stallions at Stud 2021 / A.I Stallions available

This year we will be listing stallions who are available at Stud for live covering and by A.I in a separate list.

**ALL STALLIONS ADVERTISED *MUST* BE CORRECTLY LICENSED
UNLICENSED STALLIONS WILL *NOT* BE INCLUDED IN THE JOURNAL LISTING**

NAME OF STALLION _____ Reg. No. _____

Section A B C D Part-Bred (Delete as applicable)

Colour _____ Foaled _____ . _____ Exact Height _____ Licence No. _____

Sire's Name _____ No. _____

Dam's No. _____ Name _____

Sire of Dam _____ No. _____

Stud Fee _____ Contact Name and Address _____

_____ Tel. No. _____

Email: _____

If you wish to advertise your Stallion at stud or in the A.I list, please complete the **Stallion at Stud form**, below for each stallion and send it together with the fee of **£25.00** to the office.

PHOTOGRAPHS

- Good reproduction in the Journal requires high quality originals
- Inkjet prints **will not be accepted** as they are of insufficient quality
- Photographs should be supplied electronically, preferably as **jpegs**. If you do not have the facility to supply photographs electronically, please contact the Office.
- Digital photographs must be scanned to a high resolution of a **minimum 300dpi**.
- Photographs submitted for consideration for the '**2020 Prize-winners**' section should have the registered name of the animal, details of winnings and photographer credits attached. They must be submitted as jpegs and hard copies for consideration.
- All professionally taken photographs **must** be supported with an authorisation for publication from the photographer. Most photographers give the Journal permission to print in the editorial section without an additional fee but where a photograph is also being used in an advertisement a fee may be incurred. **Please respect the Photographer's copyright.**
- The responsibility of obtaining authorisation for publication lies with the owner of the animal.
- **All photographs must be credited to the photographer and that also includes non-professional photographs**

JOURNAL CONTRIBUTIONS

- **Articles** and **photographs** are welcomed from individuals, associations, overseas societies and any other relevant organisations
- Articles **MUST** be sent in digital format and forwarded together with photographs
- Please note that the format of articles and image layout is subject to change.
- **Archive** material is particularly sought. **All materials will be scanned and returned if you provide a SAE.**
- The '**Young People**' section is developing well in the Journal and we welcome contributions from all ages of Young people.
- All submitted content is subject to editorial control and a final decision by the Editorial committee.
- All submitted content must comply with Society policies, for example Social Media and Data Protection.
- Any materials submitted after the publicised deadlines will only be used at the Editor's discretion.

Email: journal@wpcs.uk.com



2021 JOURNAL ADVERTISEMENT FORM

This year more than ever the WPCS journal needs your support by advertising in the 2021 edition. Your advertisement will be enjoyed by members all over the world for decades to come. Your Ponies and Cobs will form part of the history of the Welsh breeds. Your stud will also receive a free listing on the Society's Website.

DEADLINE FOR SUBMISSION 7th December 2020

All advertisements, Stallions at Stud, A.I Stallions at Stud

Please email adverts to journal@wpcs.uk.com

Payment can be made via the Society's website (www.wpcs.uk.com) or by calling 01570 471754.

High quality photographs should be supplied by email as **jpeg's** scanned to a high resolution of **300 plus dpi** or on **CD/DVD**. Low resolution internet photos are not acceptable.

ANY ADVERTS NOT IN A PRINT-READY FORMAT WILL INCUR AN ADMINISTRATION FEE OF £50.00

Copyright: It is essential that the photographer's permission is given before you submit your photographs, and **all** photographers must be credited.

Website: All advertisers in the 2021 Journal will be included in the Stud Directory on the Society's website **free of charge**.

Prices: Prices listed (£ UK Sterling) are **unchanged** from last year. Overseas members should contact the Society's Finance Officer, Mr Chris Hodgson via email - chris@wpcs.uk.com for VAT advice.

	Black & White Adverts	Colour Adverts
Double Page	£220.00	£367.00
Full Page	£125.00	£208.00
Half Page	£ 90.00	£146.00
Quarter Page	£ 65.00	£100.00
Inside Back Cover	£250.00	£500.00

PLEASE NOTE THAT PROOFS WILL ONLY BE SENT ON REQUEST.

Remember to include your FREE advertorial copy as text only when submitting your advertisement.

WPCS JOURNAL 2021 ADVERTISEMENT BOOKING FORM

** Please use Block Capitals*

NAME: _____

ADDRESS: _____

_____ Postcode: _____

Tel No: _____ Email: _____

Advertisement required *(please tick correct box):*

	Black & White	Colour
Double Page	<input type="checkbox"/>	<input type="checkbox"/>
Full Page	<input type="checkbox"/>	<input type="checkbox"/>
Half Page	<input type="checkbox"/>	<input type="checkbox"/>
Quarter Page	<input type="checkbox"/>	<input type="checkbox"/>
Inside Back Cover	<input type="checkbox"/>	<input type="checkbox"/>
Free advertorial space	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Online Payment Ref: _____ Do you require a Vat Receipt? _____

Print Ready Format - YES / NO (If No, please enclose a further £50)

Total enclosed: £ _____

Signed: _____ Date: _____

For payment by MasterCard (Debit/Maestro), Visa (Debit/Electron):

Please debit my card number: _____

Card Expiry Date: _____ Issue Number: _____ Security No: _____