



Blwyddlyfr y Gymdeithas 2022 Society Journal 2022

Email: journal@wpcs.uk.com

Important Deadlines

FRIDAY 29th October 2021 - All editorial, reports, articles, obituaries, prize-winners photographs

FRIDAY 25th November 2021 – All advertisements.

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

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.

2022 Advertising Price List

Inside Back Cover Colour Journal Advert - £500
 Inside Back Cover Black & White Journal Advert - £250
 Double Page Colour Journal Advert - £367
 Double Page Black & White - £220
 Full Page Colour Journal Advert - £208
 Full Page Black & White Journal Advert - £125
 Half Page Colour Journal Advert - £146
 Half Page Black & White Journal Advert - £90
 Quarter Page Colour Journal Advert - £100
 Quarter Page Black & White Journal Advert - £65

All prices including VAT.

If your advert does not come in a print ready format, there is a £50 admin charge.

2022 - FREE ADVERTORIAL SPACE

This year we are offering **free** Advertorial space with each Stud advertisement purchased.

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. Ideas for advertorials could be:

- Your stud history / stud news
- A tribute to a particular animal
- Your foaling list of mares covered for 2022.
- 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.

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 '**Prize-winners**' section should have the registered name of the animal, details of winnings and photographer credits attached.
- 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