



Blwyddlyfr y Gymdeithas 2024 Society Journal 2024

Important Deadline

THURSDAY 26th October 2023

All advertisements, articles, and prize-winners content
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

- Payment can be made via the Society's website www.wpcs.uk.com or by calling 01570 471754.
- Advertisements must be supplied as complete.
- Images/Text 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.
- **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.

Advertising Prices have been frozen for 2024!

All prices include VAT.

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

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

The Society reserves the right to edit all Journal 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. The Society retains the right to refuse articles. Any materials submitted after the publicised deadlines will only be used at the Editor's discretion.
- All submitted content must comply with Society policies, for example social media and Data Protection.

Email: journal@wpcs.uk.com

2024 WPCS JOURNAL ADVERTISEMENT BOOKING FORM

* Please use Block Capitals

NAME: _____

ADDRESS: _____

_____ Postcode: _____

Tel No: _____ Email: _____

Advertisement required (please tick correct box):

	Black and White	Colour
Double Page		
Full Page		
Half Page		
Quarter Page		
Inside Front Cover		
Inside Back Cover		

Online Payment Ref: _____

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

Total Remittance enclosed: £ _____

Signed: _____ Date: _____

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

Please debit my card number: _____

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

(Last 3 digits)

Please return the completed form on or before the 26TH of October 2024 to:

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

Or email it to: journal@wpcs.uk.com