

CATALOGUE ADVERT & BANNER INFORMATION

Catalogue Adverts

- Adverts in the Show Catalogue are A5 (full page), or A6 (half page) black and white. There is a limited number of colour pages available – information available on request.
- **Full-page B & W advert - £88.33 + VAT** **Half-page B & W advert - £55 + VAT**

Banners

- **Space is available at £15 + VAT/metre (maximum height of 0.75m) if not included in sponsorship package.**

Catalogue Adverts

All full page adverts are A5 size. Half page adverts are A6. Please note if you are taking a half page advert that is produced in portrait form, it will be printed sideways on the page of the Catalogue. If the advert is landscape, it will be the “right way up”, either on the top or bottom half of the page.

If you have a full page advert, portrait ads will be the “right way up” while landscape adverts will be sideways.

Adverts should preferably be provided in PDF form. If you wish to supply an advert in any other form, please contact the Show Organiser first to ensure this is acceptable to the printer.

As the number of adverts we can accept is limited, please return your form as soon as possible to book your space.

A Catalogue advert is provided as part of all sponsorship deals at Gold level or above.

Please email adverts to the Show Organiser by 31st March – PLEASE NOTE proofs are not provided, hence provision as a PDF is preferred.

Banner rules

Trade Stand exhibitors may reserve **banner advertising space in the Main Ring**. Such banners, supplied by the exhibitor and having a **maximum height of 0.75m**, should be delivered to the Showfield by Friday when a member of the trade stand team will fix them securely to the barriers surrounding the Main Ring and/or other agreed area. Exhibitors should take down their own banners at the end of Show day. Please ask if you require help with this.

Banner advertising is included as part of all sponsorship deals at Section level or above.

Sponsors of Main Ring events and Platinum/Ruby/Diamond/Headline Sponsors will have preference as to the site of their banner. All other banners will be sited at the direction of the Showfield Convener whose decision in this matter will be final.

Please do not put up banners yourself.

Unless part of a sponsorship agreement, a charge of £15 (inc. VAT) per metre length will be made for the display of these banners and requirements must be stated on the application form with the correct payment included.

BANNER SPACE MUST BE BOOKED AND PAID FOR IN ADVANCE OF THE SHOW