



# NEW ZEALAND MURRAY GREY **Progress** Magazine

## Breeders Advertisers Booking Form

PLEASE PRINT CLEARLY

Name: .....

Breed: ..... Stud Name: .....

Contact Phone: ..... Contact Fax: .....

Contact Address: .....

Email: ..... Signature: .....

### Please select your desired advertisement space\*

- Full Page ..... \$425.00      **Trim size: 297d mm x 210w mm  
+ 3mm bleed all sizes**
  - Half Page..... \$300.00      Dimensions: 130 x 190 (mm)
  - One Quarter Page..... \$175.00      Dimensions: 90 x 130 (mm)
- All prices are GST exclusive

### Advert details

- Repeat advert 2005
- Alterations advert 2005
- Redesign advert
- Supplied from? (Please name advertising company)

All copy and images for adverts must be in no later than **31st May, 2006**. See overleaf for copy guidelines. Adverts that are being supplied ready for print must be in no later than **16th June, 2006**. These adverts must adhere to our specifications overleaf. If adverts are not supplied in the correct format, we will be charging at an hourly rate of \$50.00 for all adjustments deemed necessary.

### What happens next?

Once we have created your advert to your specifications, we will send you a colour proof via mail. This proof is intended to show the size and layout of the advert and it is important that it is looked at carefully for spelling errors and any other incorrect information such as EBV's, sale dates, contact information etc. The proof is not intended to show paper quality or the finished printing quality.

If you are happy with your proof, you will then sign the proof form that will be attached to indicate that your advert is OK TO PRINT. If there are changes that need to be made you will note on the proof form that alterations are needed. You will need to provide these alterations via a written form, either

email, fax or through post. This is to ensure that further mistakes are not made. (Contact via phone is also welcome however we need written proof of the changes for our files).

Once we have fixed the alterations, we will send you a further proof via email, fax or post (whichever you prefer). If there are no more alterations you may contact us to let us know the advert is OK TO PRINT. We will repeat this process until you are happy with your finished advert.

We are happy to take any criticisms, feedback or questions that you may have regarding your advert.

\* Prices provided above are for the advertising space and a suitable amount of graphic design time. If requirements exceeds this you will be notified.



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## Advertisement Copy Specifications

### Guidelines to follow if the Graphics Department is creating your advert.

Have a clear idea of what is going in your advertisement. Changing the content halfway through the process will incur more costs to you. Look at some other adverts for ideas of what you would like to advertise.

■ Please provide all copy in either a typed or handwritten form. Please print clearly to ensure clarity of your advert.

■ Images can either be a photograph which we will scan or in electronic form. Electronic images must either be a JPEG, EPS or a TIFF file. All electronic images must be of a good resolution – 300dpi is preferable. Please name images with your stud/animal name. **DO NOT SEND IMAGES THAT ARE FROM THE INTERNET.**

■ Make sure EBV's, sale dates etc are correct or let us know if these are subject to change.

■ Copy and images may be emailed, or supplied on disk. Acceptable disks are: Floppy Disks, Zip Disks, CD-ROM and DVD's.

■ Please feel free to provide a mock-up of your advert as an indication of your layout and we will try our best to accommodate your needs.

■ If we have made an advert for you in the past, please name the publication it was in and provide any changes that you require in a written form.

■ We cannot accept adverts made in Works or Microsoft Publisher. Files that have been created in Microsoft Word, Excel, Office, Spreadsheet or any other word processing programmes will have to be reproduced by the Graphics Department.

### Post disks & photographs to:

Adele Gray NZPBB, PO BOX 503, Feilding  
Email copy & any images to: [adele@beefbreeders.co.nz](mailto:adele@beefbreeders.co.nz)

### Guidelines to follow if you are providing your advert ready-made for printing.

If you are getting your local graphic designer or printer to make up your advert, please ensure that they are aware of the following specifications.

■ The correct size of your advert. Adverts that are of an incorrect size to your booking form will be changed at an extra charge of \$50.00 per hour.

■ Acceptable Programmes: Up to Freehand 10, Photoshop, Adobe Indesign & Acrobat. We will not accept any other programme unless discussed with the Graphics Department.

■ Text should be converted to paths or the typefaces provided. Images should be embedded or the links should be provided at a good resolution and suitable format. (300dpi and as a TIFF, PSD, EPS or JPEG)

■ All colours used should be created using the process CMYK model option when defining or creating colours.

■ We accept both PC and Apple Macintosh file formats. Please feel free to contact us for further details.

■ Ensure that Full Page adverts (297x210mm portrait) have a 3mm bleed and that the contents are inset 10mm from the edges.

### Post disks to:

Progress Magazine, Adele Gray, PO BOX 503, Feilding  
Email files & links to: [adele@beefbreeders.co.nz](mailto:adele@beefbreeders.co.nz)

### Advertising Co-ordinator – Regarding your booking

Adele Gray **Email:** [adele@beefbreeders.co.nz](mailto:adele@beefbreeders.co.nz)

### Graphics Department – For graphic design needs and questions.

Adele Gray **Email:** [adele@beefbreeders.co.nz](mailto:adele@beefbreeders.co.nz)