**York Rally 2022 Show Programme Advertising Booking Form**

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| --- | --- |
| **Name of organisation making booking:** | |
| **Address:** | **Contact details:**  Name:  Tel:  Mobile:  E-mail:  Website: |
| **Brief description of goods/services offered:** | |

**I wish to book the following advertisements:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Advertising space**: | **Quantity** | **Price** | **Total** |
| * Back cover (148w x 210h) | If available! | POA | £ |
| * Full page (135w x 195h) |  | £100 | £ |
| * Half page (135w x 90h) |  | £60 | £ |
| * Double page spread (296w x 210h) |  | £170 | £ |
| All dimensions in mm. |  |  |  |
| **GRAND TOTAL:** | | | £ |

**I have read and agree to abide by the Booking Terms and Conditions. Booking is provisional until deposit payment received.**

**Print name: …………………………. Signed…………………………. Date: …………**

**Please return completed booking forms to trade@yorkrally.org**

**Show programme advertising copy details**

# Advert sizes

SIZES (all in mm):

* Full page: 195h x 135w
* Full page bleed: 210h x 148w **plus 3mm bleed allowance on all edges please**
* Half page: 95h x 135w
* Half page bleed: 102.5h x 148w **plus 3mm bleed allowance on all edges please**

Please note that for ads which bleed (i.e. run right off the edge of the page), our printers request that no text or important images come within 5 mm of the page edge. This is due to industry-wide fold and finish tolerances. Text in this area may trim off when finished. Please add 3mm bleed to ALL edges to give us flexibility in placement unless you have been guaranteed a particular location.

# Formats

We prefer ads to be supplied as (in rough order of preference):

* PDF file. If possible, please use the PDF X1a/2001 specification (this will be a preset in most page layout software). Otherwise, please ensure that all fonts are embedded, and all graphics have a resolution of at least 300dpi. Colour graphics should be CMYK colour.
* TIFF image files – at a resolution of at least 300dpi please. If not already in CMYK mode, we will convert the colours: very slight colour shifts may occur.
* JPEG image files. Please use the ‘maximum quality/minimum compression’ setting. If not already in CMYK mode, we will convert the colours: very slight colour shifts may occur.
* Other formats (Word, Publisher, Coreldraw etc.). We can manage most things but please contact us in advance to ensure best results.
* If you cannot produce a good looking advert yourself we may be able to help – if you provide text and images, simple ads can usually be laid out free of charge.

Please send ad copy by email (to publicity@yorkrally.org), up to about 20 Mb file size – if larger, please get in touch first. Larger files are no problem: we recommend the free file transfer service [www.wetransfer.com](http://www.wetransfer.com), or there are other options too. Please just contact us.

**Advert booking and related enquiries to:**Charlie Hodge, York Rally Trade Co-Ordinator: e-mail trade@yorkrally.org or phone 07825 229 201

**Artwork and production enquiries to:**Peter Eland, York Rally Publicity: e-mail publicity@yorkrally.org or phone 0787 624 4818

**Deadline**

**Final deadline for all ad copy for the 2022 programme is 1st June 2022.   
Earlier is much appreciated!**