

# RATE CARD

Rates, sizes and formats for 2011/12

- ▶ Pro Operator is received by all 20,000 registered NRoSO members.
- ▶ Pro Operator is the only specialist magazine that is guaranteed to reach every professional sprayer operator in the UK. No other magazine can match this precisely targeted circulation.
- ▶ Pro Operator offers unrivalled technical advice, promoting best practice and helping operators to improve application efficacy, safety and environmental protection
- ▶ The industry's most authoritative editorial, written by leading journalists and industry experts provides unrivalled advice and 'need to know' information
- ▶ Readers are key influencers - farmers, contractors, managers and crop protection application specialists.
- ▶ Pro operator is published every four months in May, September and January.



## Rates

Format	Size	Price (ex VAT)
Double page	330mm (w) x 240mm (h)	£3495.00
Full page	165mm (w) x 240mm (h)	£1932.00
Half page	147mm (w) x 102.5mm (h)	£1236.00
Quarter page	96.33mm (w) x 102.5mm (h)	£790.00
1 Column	45.66mm (w) x 210mm (h)	£955.00
2 Column	96.33mm (w) x 210mm (h)	£1550.00

## Special Positions

Back cover	165mm (w) x 240mm (h)	£2125.00
Inside front cover	165mm (w) x 240mm (h)	£2318.00
Inside back cover	165mm (w) x 240mm (h)	£2028.60

Other sizes may be available by arrangement with the publishers.

## Mechanical Data

Double Page	Width	Height
Bleed area	336mm	246mm
Trim area	330mm	240mm
Text area*	320mm	230mm

Full Page	Width	Height
Bleed area	168mm	246mm
Trim area	165mm	240mm
Text area	160mm	230mm

Half Page	Width	Height
Bleed area	NA	NA
Trim area	NA	NA
Advert area	147mm	102.5mm

Quarter Page	Width	Height
Bleed area	NA	NA
Trim area	NA	NA
Advert area	96.33mm	102.5mm

1 Column	Width	Height
Advert area	45.66mm	210mm

2 Columns	Width	Height
Advert area	96.33mm	210mm

## Inserts

Minimum size A6, maximum size 160mm x 230mm.

Maximum three inserts per edition, maximum weight 5g

Rate per 1,000	£70.00
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Discounts for series bookings: please contact the publishers for further details.

## Deadlines

Publication date	28th January 2011	27th May 2011	23rd September 2011
Advert booking	10th December 2010	15th April 2011	8th July 2011
Artwork	17th December 2010	21st April 2011	15th July 2011

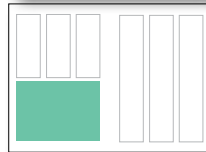
## Artwork Supply

Preferred format: PDF (setting PDF/X-1a:2001)

Other format: QuarkXpress (collected for output with all fonts and images)

Please ensure all images are CMYK and 300dpi.tif, RGB colours may not print as you intend.

\* Do not run text over central gutter (17.5mm). Please note: Microsoft Word, Publisher, Powerpoint and Excel documents do not constitute artwork and will not be recognised as such.



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