

# PRO OPERATOR

Best practice in the field

## Pro Operator 2013 – rates, sizes and formats

- Pro Operator is the official *NRoSO* magazine sent to all members of the National Register of Sprayer Operators
- Unrivalled circulation – Pro Operator is received by all 20,000 registered *NRoSO* members
- Readers are key influencers – sprayer operators, farmers, contractors and managers
- The only magazine precisely targeted to reach this important audience
- Authoritative editorial promotes best practice and helps operators to improve application efficacy, efficiency, safety and environmental protection
- Pro Operator is published three times a year – in February, May and September – ahead of the important shows, events and application seasons.



## Rates:

Format	Size	Price (ex VAT)
Double page	330mm (w) x 240mm (h)	£3,495
Full page	165mm (w) x 240mm (h)	£1,932
Half page	147mm (w) x 104mm (h)	£1,236
Quarter page	96.66mm (w) x 104mm (h)	£790
1 column	46.33mm (w) x 204mm (h)	£955
2 column	96.66mm (w) x 204mm (h)	£1,550

## Special Positions:

Back cover	165mm (w) x 240mm (h)	£2,125
Inside front cover	165mm (w) x 240mm (h)	£2,318
Inside back cover	165mm (w) x 240mm (h)	£2,028

Other sizes may be available by arrangement with the publisher.

## Inserts:

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

Maximum three inserts per edition, maximum weight 3gm.

Rate per 1,000	£70
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Discounts for series bookings: please contact the publisher for further details.

## Deadlines: Spring Summer Autumn

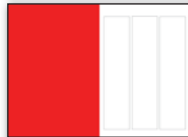
Advert booking	11 <sup>th</sup> January	3 <sup>rd</sup> May	2 <sup>nd</sup> August
Artwork	14 <sup>th</sup> January	6 <sup>th</sup> May	5 <sup>th</sup> August
Publication date	8 <sup>th</sup> February	31 <sup>st</sup> May	30 <sup>th</sup> August

## Mechanical Data:

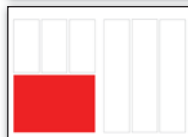
Double page	Width	Height
Bleed area	336mm	246mm
Trim area	330mm	240mm
Text area*	320mm	230mm



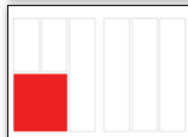
Full page	Width	Height
Bleed area	168mm	246mm
Trim area	165mm	240mm
Text area	160mm	230mm



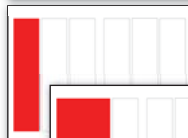
Half page	Width	Height
Bleed area	NA	NA
Trim area	NA	NA
Advert area	147mm	104mm



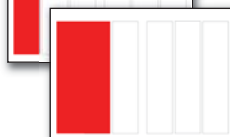
Quarter page	Width	Height
Bleed area	NA	NA
Trim area	NA	NA
Advert area	96.66mm	104mm



1 column	Width	Height
Advert area	46.33mm	204mm



2 column	Width	Height
Advert area	96.66mm	204mm



## Artwork Supply:

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

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

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

\*Do not run text over central gutter (16mm).

Please note: Microsoft Word, Publisher, Powerpoint and Excel documents **do not** constitute artwork and will not be recognised as such.

## Contact

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