

PRO OPERATOR

Best practice in the field

Pro Operator 2020 – 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 22,000 + *NRoSO* members
- Readers are key influencers – sprayer operators, farmers, contractors and managers
- The only magazine targeted to reach this important audience, now with its own website eioperator.com
- 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 January, 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)	£3,434.00
Full page	165mm (w) x 240mm (h)	£2,012.50
Half page	147mm (w) x 104mm (h)	£1,288.00
Quarter page	96.66mm (w) x 104mm (h)	£ 832.50
One column	46.33mm (w) x 204mm (h)	£1,000.00

Discounts for series bookings may apply. Please contact the publisher for details

Agency discounts must be agreed up-front and cannot be subsequently deducted once the price has been agreed.

All prices quoted are subject to VAT

Special Positions:

Format	Size	Price (ex VAT)
Back cover	165mm (w) x 240mm (h)	£2,318
Inside front cover	165mm (w) x 240mm (h)	£2,356
Inside back cover	165mm (w) x 240mm (h)	£2,257
Other sizes may be available by arrangement with the publisher.		

ALL discounts are subject to our Terms and Conditions. Failure to meet these criteria such as withdrawal of agreed insertions or overdue invoices, will result in discounts being withdrawn and administration charges applied.

MWR Media Ltd is a member of the Federation of Small Businesses and as such supports the Prompt Payment Code

Inserts:

Rate per 1,000	£62	Price (ex VAT)
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Minimum size A6, maximum size 160mm x 230mm

DATES:

Edition:	Spring 2020	Summer 2020	Autumn 2020
Booking date:	11 th Nov 2019	13 th Apr 2020	10 th Aug 2020
Artwork due date:	18 th Nov 2019	20 th Apr 2020	17 th Aug 2020
Publishing date:	20 st Dec 2019	22 nd May 2020	18 th Sept 2020

Artwork specifications:

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

Shown on the right are the basic steps to create a PDF/X-1a:2001 in InDesign.

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.

Mechanical data:

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

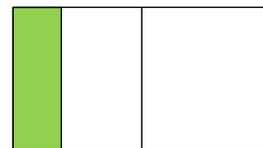
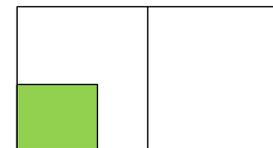
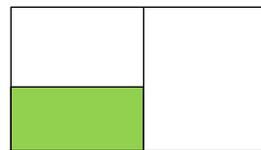
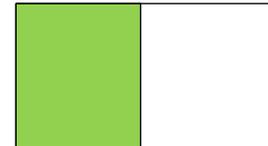
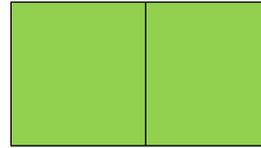
Full page	Width	Height
Bleed area	168mm	246mm
Trim area	165mm	240mm
Text area	160mm	230mm

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

One column	Width	Height
Advert area	46.33mm	204mm

Format:



Terms and Conditions:

By placing an advertising order, the client or their agent agrees to the following conditions:

Prices agreed are subject to the terms specified in the confirmation order whereby discounts are conditional upon number of insertions and cross-media advertising. If an order cannot be fulfilled as agreed and for reasons which MWR Media Ltd is not responsible, the client or their agent must refund the discount.

To supply material by the due date specified at the time of booking. Failure to do so could result in the order not being fulfilled. In this event, the client or their agent will still be liable for the agreed sum and will be invoiced accordingly.

Invoices will be issued on date of publication and are payable within 30 days.

Failure to pay by the invoice due date will result in the client or their agent being invoiced for ALL the discounts previously applied which are conditional on prompt payment. Invoices which remain outstanding after 30 days will also be liable to a late payment charge of 10% of the value of the invoice (net) applied weekly until the account is paid in full.

We reserve the right to refuse an advert due to contravention of UK law, regulations, content, technical specifications or unsuitability. This decision is entirely at the discretion of the Publisher.

We do not accept advertising that purports to be editorial and as such, any artwork that does so, will be

refused at the discretion of the Publisher.

Should the advertisement be published in a way that is detrimental to the client and is the fault of the Publisher, MWR Media Ltd will offer to either re-insert the advert or refund the client.

The placing of an advertising order by the client or their agent, constitutes an acknowledgement of the Publisher's Terms of Business.

Whilst we will make every effort to fulfil the advertising order, in the event of force majeure, the Publisher is released from all obligations to fulfil the order and will not be liable to pay compensation for damages.

Additional information:

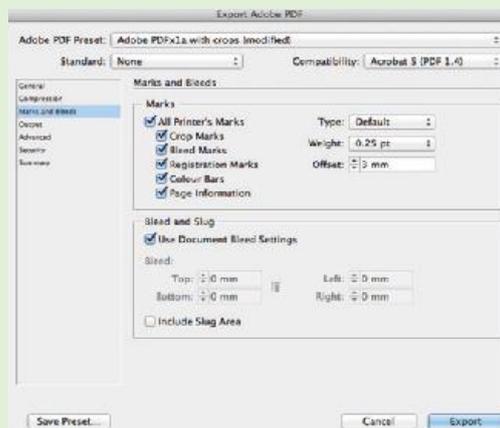
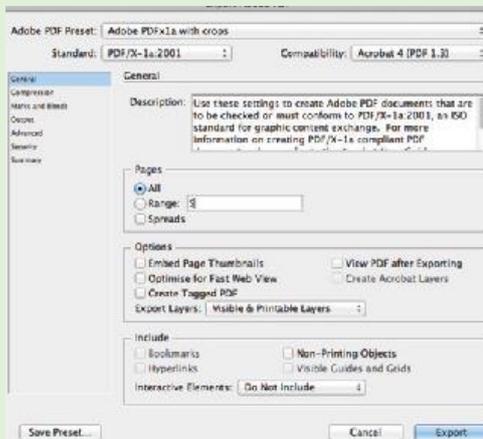
Converting an InDesign file to a print-ready PDF:

Step 1: To create a PDF click Export in Adobe InDesign CS6 (use keyboard shortcut 'cmd+E') or select 'Adobe PDF (Print)' in the 'File' menu from the InDesign menu bar. Under 'Adobe PDF Preset' in the menu pane, select 'PDF/X-1a:2001' as shown below.

NOTE: Be sure to change the compatibility to Acrobat 5 (PDF 1.4) rather than the default PDF 1.3, as this seems to resolve any potential transparency issues.

Step 2: Next, select 'Marks and Bleeds' from the sidebar and turn all of them on (they will all be off by default). Other settings to bear in mind are whether to set your documents as spreads or single pages. Other options to consider are those found in the 'Include' section, which allow Bookmarks, Hyperlinks, Non-Printing Objects, and Visible Guides and Grids to be added if required. Generally, you won't use the Include settings for print-only PDFs

Step 3: Finally, click 'Export'. If there are any issues with links or fonts within the file they will be flagged up at this stage.



NOTE: If it is a large file, you may wish to open the 'Background Task' palette to view your PDF's progress. You won't be able to close the file until the PDF's produced.

Agency discount:

Applying an agency discount is at the discretion of MWR Media Ltd and cannot be added after the price has been agreed. All agencies must note that the price discussed and agreed with them, will include a discretionary discount of up to 10%. Any agency subsequently applying a discount after the price has been agreed, will be in contravention of our terms of business.

MWR Media Ltd is a member of the Federation of Small Businesses and as such supports the Prompt Payment Code



MWR Media also publishes Ei OPERATOR, a website for sprayer operators. For any cross-media advertising enquiries, please use the contact information below.

For all media enquires contact:

Julia Roberts Email: julia@mwrmedia.co.uk Tel: 01326 373704 Mob: 07791 016 384

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