



# HIGHLAND PONY SOCIETY YEAR BOOK 2022

to promote the Highland pony breed

To place your advertisement, please complete this form and send it by post or email.

**POST** with a cheque made payable to 'The Highland Pony Society', to : Mrs Susie Robertson, Garbh Allt House, Maidenplain Place, Aberuthven, Perthshire, PH3 1EL

**EMAIL** images need to be a **minimum** of 300dpi or 1mb as a jpeg file. Text to be sent as a word document to members@highlandponysociety.com. Payment can then be sent via Bank Transfer.\*

**Deadline is 1<sup>st</sup> December 2021.**

**\*to pay by bank transfer, use the following details:**

**Bank:** RBS

**Sort Code:**  
83 47 00

**Account Name:**  
Highland Pony Society

**Account No:**  
00177837

**Reference:**  
Surname & YB Advert

MEMBERS ADVERTISING RATES		ADVERT CHOICE (please tick)
Double Page Spread Advert	£100.00	<input type="checkbox"/>
Full Page Advert	£60.00	<input type="checkbox"/>
Gallery Insertion 1 colour photograph, name of owner and breeder, and major successes (max.2 results)	£15.00	<input type="checkbox"/>
COMMERCIAL ADVERTISING RATES		ADVERT CHOICE (please tick)
Double Page Spread Advert	£150.00	<input type="checkbox"/>
Full Page Advert	£100.00	<input type="checkbox"/>

**Advert Price Includes:**

3 Advert proofs  
(maximum)

4 Photographs  
(maximum)

**NOTE:** there is a charge for extra photos and proofs. Please enquire for an estimate.

## Section 1

**Name:** .....

**Address:** .....

..... **Postcode:** .....

**Telephone:** .....

**Email:** .....

## Section 2

If you plan to use a professional photographer's photograph/s within your advert or gallery, you must check whether a copyright permit is required. If so, we must have a copy of this permit before your booking can proceed.

All supplied hard copy photographs must be clearly marked on the reverse with the name of the pony/rider/handler.

Digital images **must be high resolution** (at least 300dpi at actual size). Low resolution images from mobile phones and social media do not reproduce well in printed format. These are images

that are 72dpi and normally have an RGB colour setting. They are formatted for screen use (such as websites and social media and not for commercial printing).

If in any doubt always submit hi-res images, they can then resize or crop down to the size needed from this, whereas a low-res image's resolution can not be scaled up or increased as this would cause it to blur or pixelate.

All digital images should be renamed appropriately to reflect the content of the image e.g. Hamish1.jpeg (not image001.jpeg).

## Section 3

I HAVE COMPLETED SECTION 1 & READ 2. I ENCLOSE A CHEQUE MADE PAYABLE TO 'THE HIGHLAND PONY SOCIETY' OR HAVE MADE A BANK TRANSFER TO THE ABOVE ACCOUNT FOR THE TOTAL AMOUNT

**Signed:** .....

GRAND TOTAL

**Date:** .....

Costs incurred through misuse of copyright on photographs will not be paid by the Highland Pony Society. The Highland Pony Society reserves the right to alter or otherwise amend any supplied written material due to space restrictions and any other factors deemed relevant. Please note that all adverts are property of the Designer until the Year Book is published.