

# PRO OPERATOR

Best practice in the field

## Pro Operator 2022 – 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 over 21,000 *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 [www.eioperator.com](http://www.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 December, May and September – ahead of the important shows, events and application seasons.



Best practice in the field

### 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to meet these criteria such as withdrawal of agreed insertions or overdue invoices, will result in discounts being withdrawn and administration charges applied.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)
----------------	-----	----------------

Minimum size A6, maximum size 160mm x 230mm

### DATES:

Edition:	Spring 2022	Summer 2022	Autumn 2022
Booking date:	08 <sup>th</sup> Nov 2021	11 <sup>th</sup> Apr 2022	08 <sup>th</sup> Aug 2022
Artwork due date:	15 <sup>th</sup> Nov 2021	18 <sup>th</sup> Apr 2022	15 <sup>th</sup> Aug 2022
Publishing date:	17 <sup>th</sup> Dec 2021	20 <sup>th</sup> May 2022	16 <sup>th</sup> Sept 2022

### Artwork specifications:

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.

**For all media enquires contact:** Julia Roberts

Email: [julia@mwrmedia.co.uk](mailto:julia@mwrmedia.co.uk) Tel: **01326 373704** Mob: **07791 016 384**

MWR Media Limited, Waterside House, Falmouth Road, Penryn, Cornwall TR10 8BE

Best practice in the field

### 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

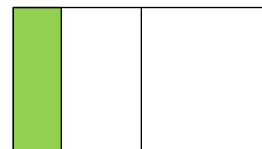
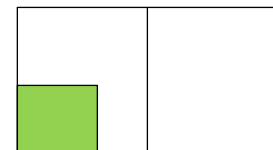
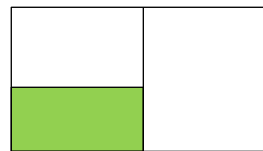
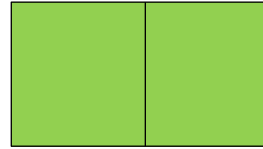
  

Quarter page	Width	Height
Bleed area	NA	NA
Trim area	NA	NA
Advert area	96.66mm	104mm

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 will be invoiced for 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-run the advert in a later issue, 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.

#### 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