

Advertising Opportunities on the Website

More and more sheep farmers use the web on a regular basis for information on where and from whom to buy stock from.

The Charollais Society's website

www.charollais sheep.com receives up to 3,000 visitors per week, during the sale season. We feel

that breeders would like to use this medium more, to advertise their own flocks. So we are offering you the chance to promote your flock on our site. Charges are modest for the coverage you will receive. Why not take advantage of the reduced rates for those who already take space in the Year Book?



Rates and Rules for Website Advertising

- 1. Your advert will appear on either the “Stock for Sale On Farm” page or the “Semen for Sale” page.**
- 2. Adverts can include the name of the flock, contact details and up to a maximum of 100 words plus a maximum of two images.**
- 3. The layout will be laid out in the office and cannot be a repeat of your Year Book layout.**
- 4. Adverts will appear on the website for periods of 6 weeks, selected by the advertiser.**
- 5. Adverts may be removed prior to the end of the advertising period at the request of the advertiser, but no refund will be made.**
- 6. The Society reserves the right to alter the wording of any advert, which they feel might be misleading or incorrect.**
- 7. The charge for each 6 week period will be £18 for those breeders, who have taken space in the Year Book. For those who have not advertised in the Year Book, the charge will be £36. All costs are subject to VAT at the current rate.**
- 8. On the Links Page of the website, individuals' website may be linked from the Society site, there is no charge for this service for breeders who take space in the Year Book. For other breeders wishing to take advantage of this service, the charge shall be £25 (plus VAT) per year.**