

Pedigree Holstein Sales Social Media Coverage

Herd Reduction as part of an auction's usual sale day

- No coverage, unless a Social Media Package* or advert in the Journal is purchased.

Herd Reduction as a Stand-alone Sale

- No prior advertising, unless a Social Media Package* or advert in the Journal is purchased.
- 1 x Social media post on the day wishing the prefix luck, with web link to auctioneer/MartEye.

Full Herd Dispersal as part of an auction's usual sale day

- No prior advertising, unless a Social Media Package* or advert in the Journal is purchased.
- 1 x Social media post on the day wishing them luck with web link to auctioneer/MartEye.
- 1 x Social media post at the end of the day/following morning with highlighted lots if auctioneer make the information available.

Full Herd Dispersal as a Stand-alone Sale

- No prior advertising, unless a Social Media Package* or advert in the Journal is purchased.
- 1 x Social media post on the day wishing them luck with web link to auctioneer/MartEye.
- 1 x Social media posts at the end of the day/following morning with highlighted lots if auctioneer make the information available.

In all cases Holstein UK must be notified of the sale at least 1 week prior to the sale date. If HUK is notified the sale details will be added to the list of upcoming sales in the sales area of the website.

*Holstein UK Social Media Package – Prices starting from £50

- Available for any member to purchase for advertising a herd sale prior to sale day.
- One social media post per week for 2 weeks prior to the event at £50.00. Includes coverage on the day as specified below.
- Additional prior week's advertising can be booked at a rate of £25 per week for a maximum of one post per week.
- Advert/post to be supplied in advance by farmer/auctioneer.
- 1 x social media post on the day wishing luck with link to auctioneer/MartEye.
- Up to 6 social media posts throughout the day highlighting lots
- 1 x Social media posts at the end of the day/following morning summarising the sale
- All adverts for sales must include wording "sponsored advertising"

Both advertising package bookings and sale notifications must be sent via email to the marketing department at marketing@ukcows.com