

2012
Exploring

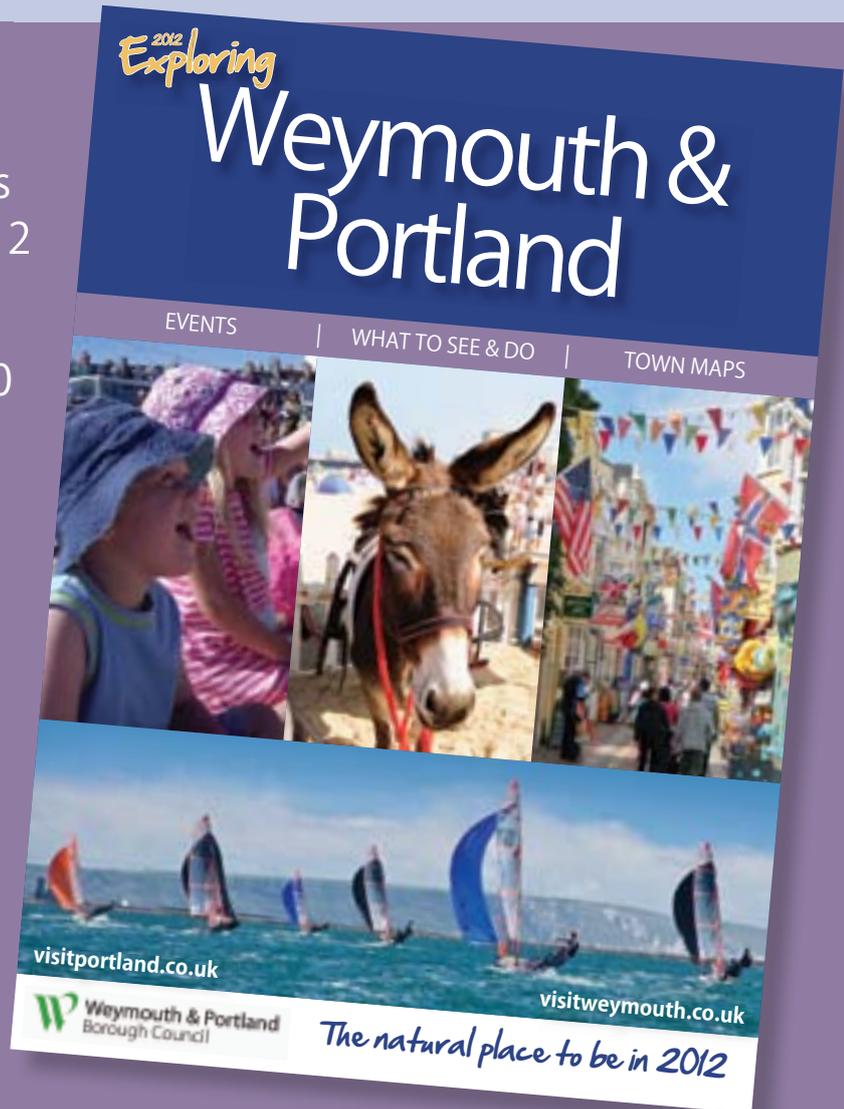
Weymouth & Portland

visitweymouth.co.uk

visitportland.co.uk

EXPLORING WEYMOUTH & PORTLAND RATECARD

- **Boost** your business in 2012
- **Feature** in THE leaflet for visitors to Weymouth and Portland in 2012
- **Your businesses promoted** in a brand new leaflet – at least 50,000 copies printed and distributed from March 2012.
- **Available** from Weymouth, Portland, Dorchester, Bridport, Lyme Regis and Sherborne Tourist Information Centres.
- **Guaranteed** Tourist Information Centre racking, for attractions and activities businesses and a feature on www.visitweymouth.co.uk



Please select your preferred advert size in our Exploring Weymouth & Portland leaflet from the options below. The size guide overleaf will show you the exact measurements of your advertisement.

To book your advert, simply choose the appropriate advert size from the options below, read and complete the information on the booking form and return by 6th February 2012.

ADVERTISEMENT BOOKING DEADLINE: 6TH FEBRUARY 2012

Size 1 = 68mm x 39mm @ £100 (£83 excl VAT)

Size 3 = 68mm x 88.5mm @ £350 (£292 excl VAT)

Size 2 = 68mm x 59mm @ £250 (£208 excl VAT)

Size 4 = 140mm x 76mm @ £600 (£500 excl VAT)

Advertisement size options

Advertisement Size 1

68mm x 39mm
@ £100 (£83 excl VAT)

Advertisement Size 2

68mm x 59mm
@ £250 (£208 excl VAT)

Exploring Weymouth & Portland

Advertisement Size 3

68mm x 88.5mm
@ £350 (£292 excl VAT)

Advertisement Size 4

140mm x 76mm
@ £600 (£500 excl VAT)

Please select your preferred advert size in our Exploring Weymouth & Portland leaflet from the options shown here. The size guide will show you the exact measurements of your advertisement.

To book your advert, simply choose the appropriate advert size from these options, read and complete the information on the booking form and return by 6th February 2012.

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Artwork notes for your advertisement

HOW TO SUPPLY ARTWORK: Artwork may only be supplied as a HIGH RESOLUTION CMYK, PDF FILE with all fonts embedded. A colour proof should be supplied with all artwork and sent to:- Neil Allen, Creative studios, The Creative Gallery, St Johns Hill, Wareham, Dorset BH20 4NB email neil@creative-studios.com

Please contact Neil at Creative Studios (01929) 551700 neil@creative-studios.com if you need more advice on technical information as non-compatible formats will incur an additional charge. We will advise of any additional costs prior to advert production if required. Please note that adjustments to supplied artwork at proof stage will be charged extra.

Please complete the booking form by 6th February 2012

**Copy and Booking
Deadline: 6th February 2012**

For further information telephone
Jo Martin on (01305) 838384
or email
j.martin@westdorset-weymouth.gov.uk



Weymouth & Portland

Please complete and return this booking form to:

Jo Martin
Economic & Tourism Development Officer
Weymouth and Portland Borough Council
North Quay,
Weymouth,
Dorset, DT4 8TA

Name of contact:

Business:

Address:

.....

..... Postcode:

Contact tel:

email:

Website:

Please reserve me an advert size 1 / 2 / 3 / 4 (*please circle your choice of ad size*)

If you are a registered charity please write your registered charity number here

Please read the artwork notes opposite regarding how to supply finished artwork.

Please note that charges do not include the design and make up of advertisements.
Design services can be provided at special rates by our agents Creative Studios, please contact them
direct on 01929 551700 or neil@creative-studios.com

An invoice for your advertisement space will be sent upon receipt of your booking form.

I have read and understood the terms and conditions overleaf.

Signed: Name: (print) Date:

**For further information telephone Jo Martin on (01305) 838384 or email
j.martin@westdorset-weymouth.gov.uk**



Terms and Conditions

- 1 No particular position can be guaranteed for any advertisement.
- 2 Please make sure the information you supply for the makeup of your advertisement is correct. All advertisers will receive a proof and will be responsible for checking and returning the proof even if no alterations are made. We will of course correct any of our oversights or genuine mistakes, but any alteration that you make to original copy at proof stage will be charged extra.
- 3 Whilst every effort is made to ensure you will be happy with your advertisement, Weymouth and Portland Borough Council will not exceed the cost of a refund if, accidentally an advertisement is omitted from the publication or appears incorrectly.
- 4 Weymouth and Portland Borough Council will not be liable for any loss or damage, consequential or otherwise, occasioned by error, late publication or the failure of an advertisement from any cause whatsoever.
- 5 The advertiser in signing this form warrants that the information contained within the advertisement is true and that no liability shall attach to Weymouth and Portland Borough Council by reason of entry of the advertisement or the error or omission contained therein. Dorset County Council Trading Standards Department has been taking an interest in the information given in advertisements and this has resulted in substantial fines for deliberately providing incorrect information. All prices must be correct for the duration of the guide Mar 2012 – Feb 2013 inc). The min and max price printed must be accurate, including seasonal variances and you must only quote prices that you will honour with the client. Any images and information printed should be accurate and reflect your attraction and you must not mislead a customer by omitting important facts that may affect the customer's purchasing decision. For further advice contact Dorset Trading Standards on (01305) 224702.
- 6 Weymouth and Portland Borough Council accept no responsibility for the content of any website advertised within the leaflet.
- 7 We aim to make sure that the information available on our websites is accurate, but we have no control over, and do not endorse, the content of any information provided on linked websites. We do not accept any responsibility arising from reliance on any such information. In using our websites, you agree that neither we nor any of our providers are responsible for any warranty or representation, express or implied, completeness or appropriateness for a particular purpose of any information accessed from it or linked to it. We reserve the right to remove or alter any information without warning. Our web pages, unless otherwise stated, are copyright and protected under national laws and international treaties worldwide. "All rights reserved".
- 8 Refunds will not be given in the case of cancellations after the copy deadline date. Cancellations can only be accepted in writing.
- 9 Your attraction will benefit from Weymouth, Portland, Dorchester, Bridport, Lyme Regis and Sherborne Tourist Information Centres Services and appear on our websites during the 12 month shelf life of the guide in which your advert appears i.e. March to February.
- 10 Promotional leaflets containing non AA or VisitEngland accredited accommodation will be racked at our discretion.
- 11 Data Protection: The information supplied on this form will be held on a computerised database or on paper by Weymouth and Portland Borough Council and will only be used by the council or by project partnerships in which the council is involved to generate tourism trade for your business or to keep you informed of new tourism industry developments.
- 12 Weymouth and Portland Borough Council is committed to promoting equality of opportunity for all the community and expects its partners to support this aim.
- 13 Weymouth and Portland Borough Council reserves the right to refuse any application for advertisement
- 14 The placement of an order for inclusion of an advertisement shall amount to acceptance of these conditions.

Please complete and return your form to:

Jo Martin
Economic & Tourism Development Officer
Weymouth and Portland Borough Council
North Quay,
Weymouth,
Dorset, DT4 8TA