

exmoor2011

THE VISITOR GUIDE FOR EXMOOR, COAST AND QUANTOCKS

rate card and booking form



early birds
book by
29 July to
get 10% off



KEY FEATURES OF THE GUIDE INCLUDE:

- PRICE FREEZE - book at 2010 rates!
- National distribution
- Book now for a deposit of just 25%
- Town and village guide with map of Exmoor
- Events and festival diary
- Active Exmoor promoting outdoor activities

NEW FOR 2011!

The 2011 visitor guide is being managed by a team of experienced experts from the Exmoor Tourism Partnership, which includes 'hands-on' industry professionals. With specially commissioned light, bright summery photos and refreshing editorial, Exmoor 2011 will build on the success of Exmoor 2010 to produce our best guide yet.



Let exmoor2011 welcome your guests to all the wonders of Exmoor, our stunning coastline and the Quantock Hills AONB.

Exmoor 2011 will appeal to our traditional visitors as well as families and young professionals to make sure your custom continues to grow!

Exmoor 2011 is designed to:

- promote the area as a high quality visitor destination
- a full colour A4 specification
- feature refreshed design and new photos

Exmoor 2011 offers you:

- free advert design
- national distribution plan including trade and public tourism fairs
- flexible payment scheme – pay 25% now to secure your booking with no need to pay the balance until September 15, 2010
- downloadable online version for no extra cost
- more coverage - Exmoor 2010 has been mailed to 39 countries so far



Discount vouchers - only £150!

Reach further...place a discount voucher in Exmoor 2011 for £150 and benefit from free design service. We'll place it in the brochure and online so that you get maximum publicity.

Quality assured

The guide accepts adverts from properties that are graded under the Visit Britain, AA or Stepping Stones inspection schemes. Not you? Get in touch - we can provide you with information on how to become graded.

Help us to help you!

Exmoor 2011 is a not-for-profit publication backed by the Exmoor Tourism Partnership to support, promote and enhance the area's tourism industry.



8th Page £345 incl. VAT

VB ★★★★★ SC

62mm x 88.5mm

This is an eighth page advert. A maximum of two images can be used with this advert and you can supply up to 50 words and a maximum of 15 accommodation symbols.



Price per unit per night: £230-£2465

Rooms: 13 To sleep: 2-18

Exford, Exmoor, Somerset TA24 7PZ

T: 01643 841123

E: richard@duddings.co.uk

W: www.duddings.co.uk



Quarter Page £645 incl. VAT

VB ★★★★★ SC



Quarter page advert

127mm x 88.5mm

This is a quarter page advert. A maximum of two images can be used with this advert and you can supply up to 55 words and a maximum of 25 accommodation symbols. Both images should be landscape in format with one labelled main picture and the other inset. The text should include details about your accommodation including facilities and a small bit of information on the area.



Price per unit per night: £230-£2465

Units: 13 To sleep: 2-18

Timberscombe, Minehead, Somerset TA24 7TB

T: 01643 841123

E: richard@duddings.co.uk

W: www.duddings.co.uk



Full Page £1495 incl. VAT

Full page advert

57mm x 180mm

A full page advert can be created with a maximum of three images and you can supply up to 400 words. This advert is great for creating impact and should include a detailed description of your accommodation. For more information on the details to include in this advert please see the description for a half page advert below.

16th Page £195 incl. VAT

SC



62mm x 42.75mm. This is a sixteenth page advert. One image, up to 25 words and a maximum of 10 accommodation symbols can be used.

Price per unit per night: £230-£2465

Rooms: 13 To sleep: 2-18

Exford, Exmoor, Somerset TA24 7PZ

T: 01643 841123

E: richard@duddings.co.uk

W: www.duddings.co.uk



Half Page £845 incl. VAT

VB ★★★★★ SC



Half page advert

127mm x 180mm

Sub title or quote

This is a half page advert. A maximum of three images can be used with this advert and you can supply up to 150 words and a maximum of 25 accommodation symbols.

The images supplied should be able to work in the shapes demonstrated on this advert with one labelled main picture and the other two labelled inset. With this advert you will get space to place a quote or sub title under the main title (see above), this should be six or seven words long and be used to enhance the description of your establishment.

This advert is great value for money as you gain a large page space and can use this to provide an in-detail description of your accommodation. The text that you provide should detail all of your facilities and include in-depth description of the local area. Details of things to do in and around the accommodation should also be provided along with any annual events nearby.

Price per unit per night: £230-£2465

Units: 13

To sleep: 2-18

Timberscombe, Minehead, Somerset TA24 7TB

T: 01643 841123

E: richard@duddings.co.uk

W: www.duddings.co.uk





booking form

Name	CORRESPONDENCE ADDRESS IF DIFFERENT
Business Name	Name
Address	Address
Postcode	Postcode
Email	
Website	Email
Phone Number	Phone Number
Fax Number	Fax Number

ADVERT/S REQUIRED

- | | | |
|---|---|--|
| <input type="checkbox"/> Full Page £1495 incl. VAT | <input type="checkbox"/> 1/4 Page £645 incl. VAT | <input type="checkbox"/> 1/16 Page £195 incl. VAT |
| <input type="checkbox"/> Half Page £845 incl. VAT | <input type="checkbox"/> 1/8 Page £345 incl. VAT | <input type="checkbox"/> 10% OFF BOOK BY 29 JULY 2010 |

Cheques made payable to **West Somerset Council**, please send to:
 Active Exmoor, 7-9 Fore Street, Dulverton, Somerset TA22 9EX
 Tel: 01398 324 599 Email: brochure@exmoortourismpartnership.co.uk

Once we have received your completed booking form with payment, we will be in touch with you to collect your copy and images for all brochure adverts.

For full terms & conditions please see www.exmoortourismpartnership.org.uk, or request for the information to be posted/emailed directly to you.

Total Price	£
Total minus 10% if booked before 29/7/10	£
25% deposit	£
Balance to pay before 15/9/10	£

Discount Voucher £150 excl. VAT

All advertisers will have the opportunity to put a discount voucher in the brochure helping to attract more custom. These vouchers will be designed in house.

SAMPLE 

Establishment Name

10% discount on full priced tariff
(excluding peak holiday times and subject to availability)
 VALID UNTIL 31/12/12
 T: 01234 567890
www.establishmentwebsite.co.uk

ARTWORK & COPY DEADLINE 15 SEPTEMBER 2010



Produced with support from the Exmoor Tourism Partnership, (West Somerset Council, Exmoor National Park Authority, Exmoor Tourist Association & Active Exmoor)

Please return this form to Active Exmoor, 7-9 Fore Street, Dulverton, Somerset, TA22 9EX