



Discover Rutland Visitor Guide

2012 Booking Form

If you are a **new advertiser**, or a **current advertiser** changing your advert copy extensively, all you need to do is follow the sections in this form, complete the sections that apply to your business and send it back to us.

Invoice & Payment.

1. Business name for Invoice:.....
 Invoice Address:.....
 Post Code:.....
 Telephone: Fax:
 E-mail: (your proof will be sent here).....

2. I would like to book the following size advert:

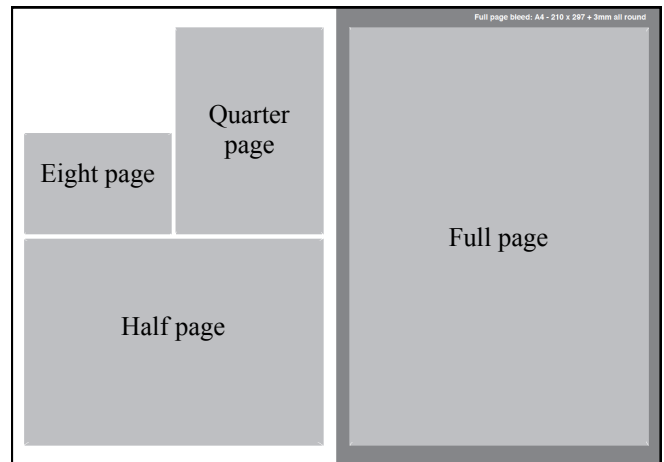
Non member	Tourism Member Rates
<input type="checkbox"/> Eighth Page £191+VAT = £229.20 incl VAT	<input type="checkbox"/> Eighth Page £166+VAT = £199.20 incl VAT
<input type="checkbox"/> Quarter Page £350+VAT = £420.00 incl VAT	<input type="checkbox"/> Quarter Page £325+VAT = £390.00 incl VAT
<input type="checkbox"/> Half Page £669+VAT = £802.80 incl VAT	<input type="checkbox"/> Half Page £644+VAT = £772.80 incl VAT
<input type="checkbox"/> Full Page £1221+VAT = £1465.20 incl VAT	<input type="checkbox"/> Full Page £1196+VAT = £1435.20 incl VAT
<input type="checkbox"/> Page Sponsorship £631+VAT = £757.20 incl VAT	<input type="checkbox"/> Page Sponsorship £606+VAT = £727.20 incl VAT

3. Photographs & Artwork: Please include any colour photos for inclusion on your advert as appropriate.

I have e-mailed the complete high resolution (300dpi) artwork to tourism@rutland.gov.uk

Advert sizes are as follows:

- Eight page: 95 x 65mm Landscape
- Quarter page: 95 x 133mm Portrait
- Half page: 192 x 133mm Landscape
- Full page within margins: 193 x 269mm Landscape



Advert Selection

4. Please choose **one** from the following options

<input type="checkbox"/> Attraction	<input type="checkbox"/> Retail
<input type="checkbox"/> Attraction around Rutland Water	<input type="checkbox"/> Event
<input type="checkbox"/> Food & Drink provider	<input type="checkbox"/> Other: <i>please state</i> <input style="width: 100px;" type="text"/>

Terms and Conditions

- Orders are accepted subject to space being available and on receipt of a SIGNED BOOKING FORM and PAYMENT for the advert / advert series booked.
- The advertiser remains liable for the space booked REGARDLESS OF ANY FAILURE TO SUPPLY COPY OR PHOTOGRAPHS IN ACCORDANCE WITH THESE CONDITIONS.
- The advertiser warrants that the advertisement does not contravene any Act of Parliament or the British Code of Advertising Practice.
- Discover Rutland reserve the right to refuse or cancel any advertising orders or reject any advertising copy without stating any reason.
- Advertisers' property, artwork, transparencies etc are held by Discover Rutland at the advertisers own risk and should be insured against loss or damage from whatever cause.
- It is the advertiser's responsibility to clear copyright on any photographs and/or artwork supplied to Discover Rutland for use in advertising.
- Discover Rutland may edit without consultation any copy which is too long for the advert booked.
- Cancellations after copy deadline are subject to the FULL ADVERT COST (less any agreed discounts).
- Cancellations BEFORE COPY DEADLINES may be subject to a charge of £25+VAT.
- Discover Rutland will not be liable for any loss or damage, consequential or otherwise, occasioned by any error in any advertisement published including any corruption from artwork supplied on disc, late publication, or failure of an advertisement to appear from any cause whatsoever.
- All advertisers are responsible for checking and returning, within the time allowed, the colour proofs which will be provided. Neither Discover Rutland nor its printer can accept responsibility for errors or faulty production not corrected on the proofs by advertisers or their agents.
- Discover Rutland cannot be bound by printed conditions on an order.
- Recognised advertising agents are allowed 10% commission subject to agreement provided all conditions are complied with and our payment terms are adhered to.
- Any personal data entered on your booking form may be held on computer files. We may pass your information on to a third party. Please inform us if you do not wish us to do this.
- Full payment must be made prior to publication. The publishers retain the right to withdraw any advertisement, for which payment has not been received. Should an advert be withdrawn by Discover Rutland for non-payment, the advertiser remains liable for the full advert cost.
- Advert costs include graphic design and two COLOUR PROOFS if required. Any additional proofs will be charged at £25.00+VAT.

Please make cheques payable to Rutland County Council.
Payments are due before the guide goes to print. Please send payment with this booking form to
Discover Rutland, Rutland County Council, Catmose, Oakham, Rutland, LE15 6HP

Membership Information

The Discover Rutland Membership costs £80 for the year from 1st September 2011 to 31st August 2012.
Cheques payable to Rutland County Council. For more information on benefits of joining the membership scheme please contact the tourism team on 01572 720921 or email tourism@rutland.gov.uk

I have read the Terms and Conditions of Advertising and by signing below I agree to abide by them.

Signature:.....Print Name:.....Date:.....

IMPORTANT - Please remember to send your booking form along with your payment and artwork.

Advertising Booking Deadline - 14th October 2011
Delivery - December 2011