

Visit Eastbourne

Rate Card & Booking Form 2020

Attractions & Businesses

Early Bird: Book by 30 August and receive 25% off!

Double Ad Early Bird: Book Holiday Guide and Resort Guide adverts together by 30 August 2019 to receive 40% off! *

STEP 1: CHOOSE YOUR HOLIDAY GUIDE ADVERT

	Related Advertiser*	1/8 Page 58 x 91mm (landscape)	1/4 Page 119 x 91mm (portrait)	1/2 Page 118.5 x 185mm (landscape)	Full Page 241 x 185mm (portrait)	Inside Back Page 285 x 198mm (portrait)	Prices exclude VAT
40% off	£600 <input checked="" type="checkbox"/>	£600 <input checked="" type="checkbox"/>	£960 <input checked="" type="checkbox"/>	£1,800 <input checked="" type="checkbox"/>	£3,000 <input checked="" type="checkbox"/>	£3,600 <input checked="" type="checkbox"/>	Book with Resort Guide display advert by 30 August †
25% off	£750 <input checked="" type="checkbox"/>	£750 <input checked="" type="checkbox"/>	£1,200 <input checked="" type="checkbox"/>	£2,250 <input checked="" type="checkbox"/>	£3,750 <input checked="" type="checkbox"/>	£4,500 <input checked="" type="checkbox"/>	Book by 30 August
Full Rate	£1,000 <input checked="" type="checkbox"/>	£1,000 <input checked="" type="checkbox"/>	£1,600 <input checked="" type="checkbox"/>	£3,000 <input checked="" type="checkbox"/>	£5,000 <input checked="" type="checkbox"/>	£6,000 <input checked="" type="checkbox"/>	

† Display adverts and related advertisers only, excludes enhanced listings and online.

* Appears within editorial and is subject to availability - 1 per double page spread. Includes image and 50 words (max).

STEP 2: CHOOSE YOUR RESORT GUIDE ADVERT

	Enhanced Listing*	1/3 Page 62.5 x 134mm (landscape)	1/2 Page 94 x 134mm (landscape)	2/3 Page 126 x 134mm (landscape)	Full Page 191 x 134mm (portrait)	Full Page Premium† 210 x 148mm +3mm bleed (portrait)	Prices exclude VAT
40% off	N/A	£300 <input checked="" type="checkbox"/>	£390 <input checked="" type="checkbox"/>	£450 <input checked="" type="checkbox"/>	£570 <input checked="" type="checkbox"/>	£720 <input checked="" type="checkbox"/>	Book with Holiday Guide advert by 30 August †
25% off	N/A	£375 <input checked="" type="checkbox"/>	£487 <input checked="" type="checkbox"/>	£562 <input checked="" type="checkbox"/>	£712 <input checked="" type="checkbox"/>	£900 <input checked="" type="checkbox"/>	Book by 30 August
Full Rate	£99	£500 <input checked="" type="checkbox"/>	£650 <input checked="" type="checkbox"/>	£750 <input checked="" type="checkbox"/>	£950 <input checked="" type="checkbox"/>	£1,200 <input checked="" type="checkbox"/>	

† Full Page Premium refers to inside front, inside back and back cover.

* Enhanced listing includes business name, address, telephone, web address, image and 30 word description.

Step 3: Add your VisitEastbourne.com digital membership

Membership runs from 1 Jan – 31 Dec 2020 (website and app) with full business page and listing in appropriate sections.

- Standard membership £99+VAT
Premium membership £149+VAT
Number of additional extras @ £50+VAT each

EXTRAS	<input checked="" type="checkbox"/>	PREFERRED MONTH
1 month web banner advert	<input type="checkbox"/>	<input type="text"/>
Featured business on website landing page	<input type="checkbox"/>	<input type="text"/>
1 month You Tube video display	<input type="checkbox"/>	<input type="text"/>
VisitEastbourne enewsletter banner advert*	<input type="checkbox"/>	<input type="text"/>
Social media campaign †	<input type="checkbox"/>	<input type="text"/>

* Video/banner artwork to be supplied by your business. † Social media campaign includes one post on a VisitEastbourne channel (copy supplied by your business) with option to add budget for a paid promoted post campaign.

Step 4: Complete your membership details below and return your form

Total cost for 2020 (excluding VAT):

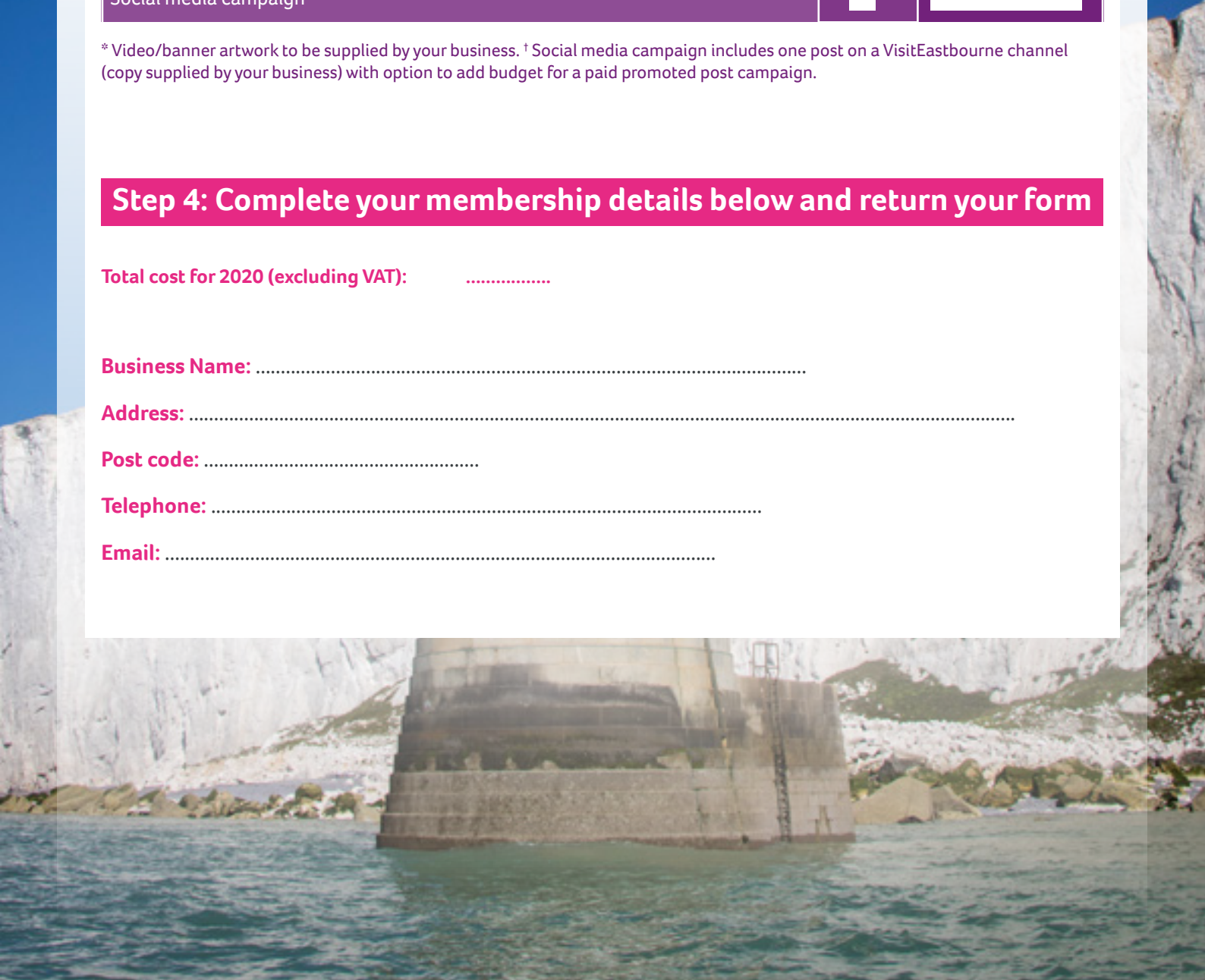
Business Name:

Address:

Post code:

Telephone:

Email:



Conditions of Contract

1. All advertisements submitted to Eastbourne Borough Council ("the Council") must comply with the British Code of Advertising Practice and must in no way contravene the Trade Descriptions Act 1968.
2. The Council will not accept any special requests for typefaces or alterations to the layout of a proposed advertisement and no guarantee will be given as to the position of an advertisement within this Guide, which the Council reserves the sole right to decide.
3. Full payment for all advertisements submitted to the Council is required within 28 days of the advertiser receiving their invoice. The Council reserves the right to refuse to place the advertisement, if full payment is not made within this time frame or if payment in relation to the previous years' guide has not been settled.
4. Part payment is only acceptable subject to prior agreement and arrangement with the Council's Finance Department.
5. It is the responsibility of the advertiser to ensure that they have received an invoice in December and paid in full within 28 days or within point 4 above.
6. The Council accepts no liability and will not enter into any agreement with an advertiser who claims to have failed to receive an invoice, pay in full by the due date or arranged agreed regular payments. Additionally no invoice will be waived or any refund made for cancelled advertisements once an application has been submitted for by the advertiser.
7. The advertiser will indemnify and keep indemnified the Council from and against all actions, costs, claims and demands arising in respect of his or her advertisement contained in this Guide or by any reason of any libel and infringement of copyright arising in respect of copy, artwork and/or photographs supplied by the advertiser to the Council which is or are used by the Council in this Guide.
8. The Council will use every endeavour to ensure the due performance of this Contract but will not be responsible for any loss or damage, direct or consequential which may arise from any errors which may occur in the final print of this advertisement in the Guide nor will the Council be liable for any delay or cancellation caused by its inability to secure labour or material or as the result of any strike, lockout or other labour dispute or any other cause beyond its control.
9. These terms and conditions cannot be altered without the prior written approval of Annie Wills - Head of Tourism & Enterprise.

Name:

Signed:

Position:

Date:

Early bird booking deadline: 30 August

Content and artwork deadline: 30 September

Please return to
Majella Cunningham,
Tourism & Enterprise, College Road,
Eastbourne BN21 4JJ
Tel: 01323 415131
Email: promotions@eastbourne.gov.uk

