

The Cotswolds Great Days Out Guide 2016

Information & Rate Card

Book your place now in the new-look Cotswolds Great Days Out Guide 2016.

Don't miss the chance to advertise in the official tourist guide showcasing what to see and do in the Cotswolds in 2016.

The Cotswolds Great Days Out Guide 2016 will be the definitive guide for visitors to find out about local attractions, gardens, shops, eateries and so much more.

It's also a chance to get great promotion of your special event.



**Great value –
prices held
for 2016**

- The new-look guide includes everything visitors need to plan their days out in the Cotswolds.
- Redesigned for 2016 incorporating the Attractions & Events Guide and Gardens Guide.
- Fresh, contemporary and easy to read style.
- Themed pages and map listings allow you to target specific markets.
- Provide us with a special offer voucher for 2016 to track the guides' success.
- Larger print run up to 150,000 reaching a bigger audience.
- Please note in order to receive membership rates for your entry into The Cotswolds Great Days Out Guide 2016, you will need to be an existing 2015 member of Cotswolds Tourism or you will need to join. Please email **cotswoldstourism@cotswold.gov.uk** and an application form can be sent to you, or visit **www.cotswolds.com** to download a form.
- All forms must be returned by **Sunday 15th November 2015** to Art Works who are co-ordinating this project on behalf of Cotswolds Tourism Partnership.

Art Works, Parker Court, Knapp Lane, Cheltenham GL50 3QJ

If you have questions or wish to see your previous advert for 2015, please contact Sarah Harvey on **01242 572559**, or email **sarah@artworks-design.co.uk**

The
Cotswolds

www.cotswolds.com

The Cotswolds Great Days Out Guide 2016

Activities

Arts & Crafts

Dog Friendly

Events

Family Fun

Food & Drink

Gardens

Historic Houses

Museums
& Heritage

Quirky Days Out

Sightseeing & Tours

Shopping

Spa & Well-being

Theatre &
Entertainment

Wildlife

Rate Card

Print run: 150,000 copies

Layout: A5 booklet with approximately three entries per page

Publication date: end December 2015

Copy deadline: Sunday 15th November 2015

Distribution & Promotion:

- Accommodation providers, attractions, Tourist Information Centres in Gloucestershire
- Cotswolds Tourism Offices, to public, visiting travel writers, tour operators and fulfilment of campaigns
- Cotswolds Tourism membership events and workshops
- Overseas and UK exhibitions
- Press events
- Press/travel trade trips
- The guide is downloadable from www.cotswolds.com and is available as an Ebook
- Social media – [f /CotswoldsInfo](https://www.facebook.com/CotswoldsInfo) [t @CotswoldsInfo](https://twitter.com/CotswoldsInfo)

Standard Entry

A standard entry includes a photograph, symbols and 40 words of text.

Artwork for standard entry. Please fill in the attached form and we do the rest. The iconic image can be supplied as a print or digitally by email. Please note that digital images should be saved as jpegs which are 300dpi CMYK; images from websites are not high enough resolution for print. Your image is a crucial part of your entry – we reserve the right to request an image.

Please call or email Sarah Harvey on **01242 572559** or sarah@artworks-design.co.uk if you have any queries.

MEMBER RATE

£325+vat

NON-MEMBER RATE

£425+vat

Display Advertising

Prices include a free standard entry.

Artwork for display advertising. Once we receive your booking form we will contact you to discuss your requirements. If you are not supplying your own artwork we will set the artwork for you at no extra cost. If you are supplying your own artwork please contact us for a full artwork spec.

ADVERT SIZE	MEMBER RATE	NON-MEMBER RATE
Half Page	£650+vat	£750+vat
Full Page	£1200+vat	£1300+vat
Back Cover	£1200+vat	£1300+vat

Please note in order to be eligible for member rates you must already be an existing 2015 member of Cotswolds Tourism or you will need to join. Please email cotswoldstourism@cotswold.gov.uk and an application form can be sent to you.

The
Cotswolds

www.cotswolds.com

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Cotswolds 2016 Publications Advertising Conditions

Important information – an additional copy has been provided for you to keep

Art Works have been commissioned to produce the Cotswolds Tourism Partnership publications for 2016 to include Attractions, Events, Gardens, Food & Drink, Shopping, Activities and to also show visitors the variety of days out here in The Cotswolds.

In these conditions, the following expressions shall have the following meanings:

"The Publisher", "we" and "us" means Cotswolds Tourism.

"The Advertiser", "you" and "your" means the organisation whose advertisement has been booked for inclusion in the publication.

'Advertisement Rates' means the rates for advertisements shown on the Publisher's rate card from time to time in force.

'Cover Date' means the date of publication of the relevant issue of the publication.

'Copy Date' means the closing date for receipt of applications for advertisements. Any applications received after this date will be inserted at the sole discretion of The Publisher.

Email: cotswoldstourism@cotswold.gov.uk

1. ADVERTISING ENTRIES

All advertisements will follow a standard layout and will be allocated within the guide.

Images may be supplied as a photographic print or sent digitally (high resolution 300dpi) by email or CD. Images should be landscape, not portrait. We reserve the right to request a subsequent image if the one supplied does not make your entry stand out in the guide. We are unable to accept line drawings or colour illustrations.

The Publisher will edit, without consultation, copy that is too long for the space provided. Too much text makes the entry difficult to read.

Telephone reservations are acceptable. Completed application forms must be received within 3 working days otherwise reservations will be forfeited.

An invoice will be issued by Cotswolds Tourism Partnership in December 2015 and full payment will be required by 31 January 2016.

ENTRY IS OPEN TO:

- Properties with GL postcodes.
- Properties within the boundary of the Area of Outstanding Natural Beauty (AONB).
- Properties within the Cotswold Water Park.
- Properties in any of the Partner Councils listed below.
- Other neighbouring establishments at the discretion of The Publisher.

2. REFUSAL

The Publisher reserves the right to refuse, without explanation, the whole or part of an entry in the Cotswolds Tourism Guides or on the website, and to limit the size or amend any entry should it deem it necessary or desirable to do so.

3. LIABILITY

Every care is taken to avoid mistakes but The Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions.

4. PUBLICATION DATE: December 2015

Any publication date is for guidance only; The Publisher is not responsible for late publication and advertisers will not be entitled to any refund. Print run is dependent upon number of advertisements received.

5. WEBSITES

Cotswolds Tourism members will be entitled to an entry onto the official destination website "Visit Cotswolds" website www.cotswolds.com (inclusive of web link) and an entry onto the relevant local authority tourism website (listed below).

Non-members will be entitled to entry onto the relevant local authority tourism website (listed below).

Whilst each local authority makes every effort to ensure that its website is accurate this cannot be guaranteed. Each website is subject to change and reasonable steps will be taken to bring any changes that may affect you to your attention.

The "relevant local authority" in each case will be the local authority for the area in which the advertiser's premises are located.

The local authority tourism websites are:

www.cotswold.gov.uk/visitors

www.tewkesbury.gov.uk/visitors

www.visitthecotswolds.org.uk

www.visitcheltenham.com (a discounted rate will be offered for advertising on Visit Cheltenham website)

www.thecityofgloucester.co.uk

6. PROOFING

Proofs of all entries will be submitted to participants for final checking.

You will receive a colour proof of your entry. Please check carefully.

If amendments are made you may receive a black and white proof only.

Emailed colour pdfs of adverts showing amends can also be sent by Art Works if required. However, final approval of your advert must be a hardcopy of this emailed advert signed and posted back to Art Works.

We cannot accept approvals by email. Amendments can only be accepted in writing. Once the proof has been approved for print no further changes can be made.

**FAILURE TO RETURN PROOFS BY THE REQUESTED DATES
WILL JEOPARDISE YOUR INCLUSION IN THE GUIDE.**

Brought to you by:



COTSWOLD
DISTRICT COUNCIL



Gloucester
City Council
Transforming Your City

