



Accommodation Advertiser

BOOKING FORM

Official Destination Visitor Guide 2017



*The Cotswolds just got
Bigger, Better & Brighter
Two fantastic guides become one
great marketing opportunity!*

*Advertisers save money!
Book now and receive*

10% Off

*Available only until 30 June 2016
complete this form and return
before this date.*

Advertisers stand out from the crowd!
with the new, cost-effective double advert option for 2017.



Brought to you by
Cotswolds Tourism Partnership

Welcome to a Bigger, Better, Bolder Cotswolds Guide

The Cotswolds Visitor Guide is the only **Official** Guide for the Cotswolds destination and offers you an opportunity to promote your business more effectively and is sent out in response to all visitor enquiries locally, nationally and internationally.

Starting from as little as **49p per day** you will get the following benefits:

- Distribution in response to targeted advertising, marketing campaigns, online and emarketing promotion
- Extensive publicity through multi channel local, national and international marketing
- Official guide taken to exhibitions and group travel trade shows
- Promotion via Social Media & eNewsletter
- Distributed nationally to Visitor Information Centres, Visit Britain offices overseas and key arrival points
- Bookings made through Visitor Information Centres and via websites
- Enticing people to holiday in The Cotswolds
- An A4 Guide with a print run up to 70,000 with additional eBook
- Promoted on relevant local websites

Advertiser contact details

Establishment Details	Correspondence / Invoice Address (if different)
Name of Establishment	Name of Establishment
.....
Company Name & Registration No	Company Name & Registration No
.....
Contact Name	Contact Name
Address	Address
.....
.....
..... Postcode Postcode
.....
Telephone	Telephone
Fax	Fax
Email	Email
Website	Website

Please send my advert proof to this email address

The final booking deadline is August 31st 2016 – so don't miss out!

Advertisement dimensions and samples (at actual size)

The advert examples shown here give an illustration of the amount and size of text, images and awards allowed within a standard (1/12th) and a double (1/6th) size advert, shown at actual size. When supplying images and awards please ensure that they are of acceptable quality for print purposes, 300 dpi at actual size.

Please note that images pulled from websites are not appropriate for print as they are only 72dpi.

MORETON-IN-MARSH MAP H6 VE **** GOLD AWARD



GREEN MILL COTTAGE
 Nr Aston Magna, Moreton-in-Marsh,
 Gloucestershire, GL56 9QW.
 t: 01386 593517 e: enquiries@greenmillcottage.co.uk



Traditional comfortable accommodation in pretty Cotswold cottage, between Chipping Campden and Moreton-in-Marsh. Quiet rural setting. Ideal for walking, cycling, North Cotswold attractions. Handy for Gloucester, Oxford, Stratford. Children over 14 welcome. No pets. Contact, Mr and Mrs Frobisher.

1S/ 1D/ 1T/ All shared. Shower Room/WC.

www.greenmillcottage.co.uk S £30-£36 D/T £50-£58

BROADWAY MAP H6 VE **** GOLD AWARD



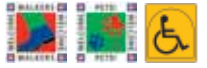

BEWLEY HOUSE
 Church Street, Broadway, Worcestershire WR12 7AE
 t: 01386858148 e: joan.peter.smith@bewleyhouse.co.uk

A beautiful 17th Century Cotswold stone house with original features, stone floors and oak beams, Bewley House is situated less than 50 yards from the village shopping areas and is also ideally placed for exploring the peace and tranquility of the Cotswolds.

We have 8 individually designed rooms, all are warm and cosy and furnished to a very high standard, with fluffy white bathrobes and complimentary toiletries. Our hearty Cotswold breakfasts are prepared from fresh local ingredients. On arrival guests can be assured of a warm and friendly welcome from Joan and Peter who go out of their way to provide all the comforts of a home from home.

4D/ 1T/ 2F/ 6 En-suite/ 1 Private

www.bewleyhouse.co.uk


S	From	£45
D/T	From	£88
F	From	£99
Child	From	£15

Single (1/12th size) advert 93.5mm W x 46mm H

Half page advert 190mm W x 138.5mm H

Quarter page advert 93.5mm W x 138.5mm H

Advertisers save money!
Book now and receive
10% Off
 Available only until 30 June 2016
 complete this form and return
 before this date.

Double (1/6th size) advert 93.5mm W x 90mm H

Your advertisement choice

Member rate discounts are applicable to members of Cotswolds Tourism. *Note that all rates exclude VAT.*

Approx Size	Text & Image	Serviced Accommodation	Member Rate	✓	Non Member Rate	✓	Self Catering / Camping, Caravans & Glamping	Member Rate	✓	Non Member Rate	✓
Single Advert 1/12th	Max. 35 words 1 image and 1 Award	1 - 6 Beds	£199		£275		1-6 Cottages or 100 Pitches	£199		£275	
		7 plus Beds	£249		£325			£249		£325	
Double Advert 1/6th	Max. 120 words 2 images and 4 Awards	1 - 6 Beds	£350		£425		7 plus Cottages or 100 plus Pitches	£350		£425	
		7 plus Beds	£399		£475			£399		£475	

I would like to book a Single Advert (1/12th – sample shown on previous page)
Please supply 35 words on a separate typed sheet and supply 1 full colour landscape format jpeg image at 300 dpi via email.

I would like to book a Double Advert (1/6th – sample shown on previous page)
Please supply 120 words on a separate typed sheet and supply 2 full colour landscape format jpeg images at 300 dpi via email.

Please indicate which town/village you would prefer your advert to be listed under (must be within 5 miles of your property):

Dates open: From (month) to (month)

Quality Ratings and other Awards

My current star rating from VisitBritain/AA is..... Locally assessed by Cotswolds Tourism Scheme Non assessed*

Other Awards (Max. 1 per Single / 4 per Double advert), tick appropriate: Green Tourism Walkers Cyclists or Families Welcome

Breakfast AA Rosettes (1, 2, 3, 4, 5) David Bellamy Cotswold Visitor Giving Accessibility, state type:

*All accommodation establishments must complete and sign The Cotswolds Accommodation Quality Charter and comply with the ten standards.

Serviced Accommodation (please tick below which type of accommodation you offer)

Hotel/Inn/Public House Guest Accommodation/B&B/Farmhouse Budget Hotel Serviced Apartments

Room Rates: Prices must be shown on a **per room per night** basis, inclusive of breakfast and VAT.

Child Rates: Children up to 10 years £ **Breakfast:** Full English Continental Breakfast
Children up to 14 years £

Number of Rooms	Ensuite	Price per room per night	Private	Price per room per night	Shared	Price per room per night
Single		from £..... to £.....		from £..... to £.....		from £..... to £.....
Double		from £..... to £.....		from £..... to £.....		from £..... to £.....
Twin		from £..... to £.....		from £..... to £.....		from £..... to £.....
Double/Twin		from £..... to £.....		from £..... to £.....		from £..... to £.....
Family (Sleeps.....)		from £..... to £.....		from £..... to £.....		from £..... to £.....

Self Catering (please tick below which type of accommodation you offer)

Self Catering Hostel Caravan, Camping & Glamping

No. of units Sleeps (per unit) to No. of bathrooms

No. of rooms per unit: Double Twin Single

Price per week	Dates	From £	To £
Low Season			
Mid Season			
High Season			

Camping, Caravan Parks & Glamping

Number of pitches available on site

Rates per night	Dates	From £
Motor Caravan		
Caravan		
Static Caravan		
Tent		

Additional display advertising with costs (full colour)

Please tick the box for any additional advert you would like. *Note that all rates exclude VAT.*

Advert Size	Member Rate	✓	Advert Size	Non Member Rate	✓
1/3 (2 doubles side-by-side)	£650		1/3 (2 doubles side-by-side)	£725	
1/2	£825		1/2	£899	
Full Page	£1,099		Full Page	£1,299	
Premium pages			Premium pages		
Back Cover – Full Page	£2,000		Back Cover – Full Page	£2,200	
Inside Back Cover – Full Page	£1,750		Inside Back Cover – Full Page	£1,950	

How to submit artwork for display advertising

Please tick one box only.

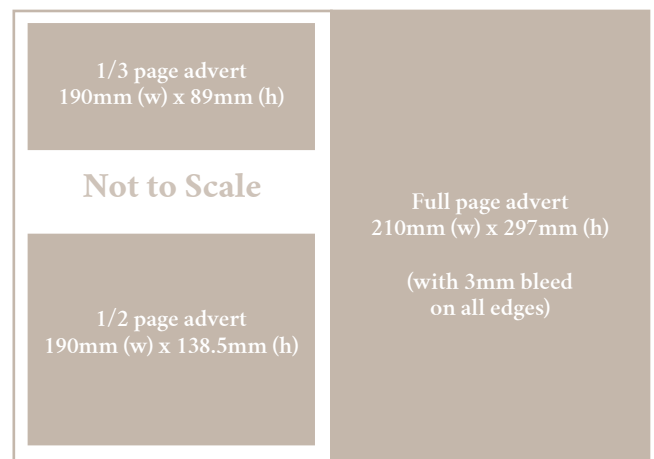
I would like to supply complete artwork

Please supply complete artwork as a high resolution PDF (300dpi) by email to: cotswolds2017@sheardhudson.com or enclose a DVD together with a colour hard copy.

I would like a display advertisement to be designed

Please enclose appropriate typed copy, high resolution logos or images (no less than 300dpi – pixels per inch). Sheard & Hudson can design your advert for you with the following charges and will invoice you directly. All prices are inclusive of VAT.

Third page advert **£120** Half page advert **£160**
 Full page advert **£280**



Payment procedure

Your Purchase Order No.

Please **DO NOT** send payment with this form
You will be invoiced within 6 weeks.

Please check that you have read, understood and agreed to the full terms and conditions including any accommodation bookings made through our West Oxfordshire & Gloucestershire Visitor Information Centres; who will take a 10% commission charge on the whole stay booked.

Member Rates:

I am currently a member of Cotswolds Tourism

My current membership number is: (please insert membership number).

Non Member Rates:

I am not currently a member of Cotswolds Tourism

I understand that I will be paying non-member rates. To become a current member and qualify for member rates please call 01285 623000.

Print name Company Name & Number

Establishment Date

I certify that the information provided is correct. Proprietor/ Authorised Signature

Data Protection Statement: This information is subject to the Data Protection Act 1998. Details supplied will only be used for the publication of this guide, attractions guide, gardens guide and the websites listed in the advertising conditions.

Order Reference Number:

Please send this form to: Cotswolds Visitor Guide Team, Cotswold District Council, Trinity Road, Cirencester, Glos. GL7 1 PX.

Cotswolds Visitor Guide – Advertising Conditions

Important information: An additional copy of the Advertising Conditions has been provided for you to keep. Sheard & Hudson have been commissioned to produce The Cotswolds guide for 2017.

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.

1. ACCOMMODATION STANDARDS/ACCREDITATION

All accommodation establishments must either complete and sign The Cotswolds Accommodation Quality Charter and comply fully at all times with the ten standards set out in the charter or be inspected and graded annually under the Harmonised Quality Assurance Scheme by VisitBritain (Quality in Tourism star rating), the AA or the Cotswolds Tourism Local Assessment Scheme. Details will be checked before the guide is printed.

If you supply false or erroneous information regarding The Cotswolds Accommodation Quality Charter or Quality Standards or National Accessible Scheme ratings, legal liability under Trade Descriptions Act 1968 may be incurred, in addition to the withdrawal of your entry at the entire discretion of The Publisher.

Any new establishments are welcome to join the visitor guide and can sign the Cotswolds Accommodation Quality Charter or if they wish to be advertised as VisitBritain or AA graded then they will be accepted subject to written confirmation that an application has been made to the AA or VisitBritain (Quality in Tourism), and that this application is being processed.

For inspection rates and further information regarding the Quality Assurance Scheme, contact:

VisitBritain (Quality in Tourism) 0845 300 6996
Email qualityintourism@gslglobal.com
AA Hotel Services 01256 844 455

For details on the Cotswolds Local Assessment Scheme or The Cotswolds Accommodation Quality Charter, please contact your local Tourism Officer.

Paid-up members of Cotswolds Tourism, are entitled to a discount on your advertisement along with other benefits which can be found on www.cotswolds.com or Tel: 01285 623000
Email: cotswoldstourism@cotswold.gov.uk

2. ADVERTISING ENTRIES

All accommodation advertisements will follow a standard layout and will be allocated within a dedicated section in 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 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. Full refunds can only be made up to the 15th August 2016. 50% of the fees will be forfeited after this date.

FULL PAYMENT is required prior to the brochure being finalised in October.

Advertisers who do not pay for their advert before the brochure is finalised may have their advert removed from the publication.

ENTRY IS OPEN TO:

Properties with GL and OX postcodes
Properties within the boundary of the Area of Outstanding Natural Beauty (AONB)
Properties within the Cotswold Water Park
Other neighbouring establishments at the discretion of The Publisher.

3. REFUSAL

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

4. 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.

5. VISITOR INFORMATION CENTRES

Priority will be given to Advertisers in the publication for accommodation bookings made through all West Oxfordshire & Gloucestershire Visitor Information Centres. A service charge of 10% commission is made on the whole stay.

6. VISITOR COMPLAINTS

Occasionally visitors report complaints to us about accommodation. These complaints will be noted by us and either passed to you for investigation under the complaints policy which you maintain under the Cotswolds Tourism Accommodation Quality Charter; or to the appropriate inspecting organisation (i.e. the AA or Quality in Tourism) for investigation (with a copy of the complaint also being sent to you). If the complaint is upheld or not resolved satisfactorily, we reserve the right to: Insert an addendum slip notifying visitors that your property has been excluded from the Visitor Information Centre listing and/or refuse to accept your entry in any future publications.

7. COMPLIANCE WITH THE COTSWOLDS ACCOMMODATION QUALITY CHARTER

Where you have signed up to the Cotswolds Accommodation Quality Charter we reserve the right to ask you to provide us with such information, explanations and documents as we may reasonably require to satisfy ourselves that the Quality Charter is being complied with. We further reserve the right to insert an addendum slip notifying visitors that your property has been excluded from the Visitor Information Centre listing and/or refuse to accept your entry in any future publications if you fail to comply with the Quality Charter to our reasonable satisfaction.

8. PUBLICATION DATE: NOVEMBER 2016

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.

9. WEBSITES

Cotswolds Tourism members will be entitled to an entry onto the official destination website for “The Cotswolds” www.cotswolds.com and an entry onto a local website (listed below).

Non-members will be entitled to entry onto one of the local websites listed below. Whilst each local authority area makes every effort to ensure that its local 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 or for Cheltenham businesses will be the nearest local website listed below.

The local tourism websites included are:

www.cotswold.gov.uk/visitors
www.oxfordshirecotswolds.org
www.tewkesbury.gov.uk/visitors
www.visitthecotswolds.org.uk
www.thecityofgloucester.co.uk

PROOFING

Proofs of all entries will be submitted to participants for final checking. You will receive a colour proof of your entry. Please check it carefully. If amendments are made you will receive an emailed colour pdf of your advert from Sheard & Hudson showing the amendments made. Final approval of your advert must be a hardcopy of the emailed advert PDF, signed and posted back to Sheard & Hudson. We can accept approvals by email but prefer the hard copy option. Amendments can only be accepted in writing as a hard copy or an email but cannot be taken over the phone. 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:



Important: Please read advertising terms and conditions before signing.