

# Make Yorkshire yours Magazine 2009



The Make Yorkshire yours magazine aims to promote Yorkshire's finest attractions, events, shops, eateries and destinations to a high value target market. This glossy magazine is packed with features written by independent travel writers and journalists, backed by inspiring photography and factual information making it an enjoyable read. Listings and advertising opportunities are available to suit every marketing budget.

## Why advertise?

- High print run, in the region of 120,000 copies produced
- Extensive distribution opportunities
- Discounted advertising rates for YTB members
- Supported by all Yorkshire Tourism Board marketing campaign activity and used to satisfy all customer campaign requests throughout 2009
- Promoted to in excess of 180,000 visitors per month via [www.yorkshire.com](http://www.yorkshire.com)
- Cost effective promotion reaching significant volumes of potential high spending visitors to Yorkshire.

## Opportunities

We offer a mix of advertising: listings, display advertising and advertorials.

## 30 word listing

### NEWBY HALL & GARDENS

Ripon, North Yorkshire HG4 5AE  
Tel: **0845 4504068**  
[www.newbyhall.com](http://www.newbyhall.com)

Elegant 17th Century house with Adam interiors set in 25 acres of beautiful gardens with one of Europe's longest double herbaceous borders. Also sculpture park, adventure gardens and miniature railway.

## 60 word listing

### EDEN CAMP MODERN HISTORY THEME MUSEUM

Eden Camp, Malton, North Yorkshire YO17 6RT Tel: **01653 697777**  
[www.edencamp.co.uk](http://www.edencamp.co.uk)

Housed within the buildings of an original POW camp, a visit to our award-winning museum will transport you back to Wartime Britain. Experience the sights, sounds and even the smells of life on the Home Front and Front Line. Also covering World War I and the post-WWII conflicts of 1945-2004, our museum is entertaining, educational and appeals to all ages.

## Enhanced listing - 60 words plus image



### CASTLE HOWARD

York YO60 7DA  
Tel: **01653 648333**  
[www.castlehoward.co.uk](http://www.castlehoward.co.uk)

Magnificent 18th Century house situated in breathtaking parkland. House guides share the history of the house, family and collections, while outdoor-guided tours reveal the secrets of the gardens and architecture. Visitors can also enjoy a changing programme of exhibitions and events, plus boat trips, adventure playground and a choice of cafés and shops, including farm shop, plant centre and chocolate shop.

## Advertising Rates

### YTB Member (25% less)

Entry	Price (£)	VAT (£)	Total (£)
30 word listing	£170.00	£29.75	£199.75
60 word listing	£280.00	£49.00	£329.00
60 word listing plus image	£450.00	£78.75	£528.75
1/4 page display advert	£870.00	£152.25	£1,022.25
1/2 page display advert	£1,630.00	£285.25	£1,915.25
Full page display advert	£2,700.00	£472.50	£3,172.50
Double page display advert	£4,380.00	£766.50	£5,146.50
Single page advertorial	£3,340.00	£584.50	£3,924.50
Double page advertorial	£4,870.00	£ 852.25	£5,722.25

### YTB Non-Member

Entry	Price (£)	VAT (£)	Total (£)
30 word listing*	£225.00	£39.38	£264.38
60 word listing*	£375.00	£65.63	£440.63
60 word listing plus image*	£595.00	£104.13	£699.13
1/4 page display advert*	£1,150.00	£201.25	£1,351.25
1/2 page display advert*	£2,170.00	£379.75	£2,549.75
Full page display advert*	£3,600.00	£630.00	£4,230.00
Double page display advert*	£5,850.00	£1,023.75	£6,873.75
Single page advertorial	£4,450.00	£778.75	£5,228.75
Double page advertorial	£6,490.00	£1,135.75	£7,625.75

\* For two bookings, made at the same time across Make Yorkshire yours magazine and the 2009 Accommodation Guide a 10% discount will be given on your lower priced advertisement.

## Advertisement deadline: 1st August 2008

To book an advertisement please fill in and return the form overleaf. If you require more information please contact:

Wendy Ball  
The Ark Design & Print Ltd  
Pudsey Business Park  
47 Kent Road  
Leeds LS28 9BB  
Tel: 0113 256 8712  
Fax: 0113 256 8724  
Email: [wendy@thearkdesign.co.uk](mailto:wendy@thearkdesign.co.uk)

The Ark Design & Print Ltd are the sole agents working on behalf of Yorkshire Tourist Board.

# Yorkshire Tourist Board

## Make Yorkshire yours Magazine 2009

### Terms and Conditions

#### 1. Definitions

- 1.1 The "Customer" means the person or company wishing to place an advertisement in the 2009 Make Yorkshire yours magazine.
- 1.2 The "Supplier" means Yorkshire Tourist Board (YTB).
- 1.3 "Conditions" means the Conditions of Service set out in this document and any special conditions agreed in writing by the Supplier.

#### 2. Conditions

- 2.1 These "Terms and Conditions" do not affect your statutory rights.
- 2.2 All contracts of service made by the Supplier shall be deemed to incorporate these terms and conditions which shall prevail over any other document or communication from the Purchaser.
- 2.3 If any amendments to these terms and conditions are agreed they must be confirmed in writing.
- 2.4 The final date for bookings to be received is 1st August 2008.
- 2.5 The Supplier reserves the right in its absolute discretion to refuse or cancel any advertising order, or reject any advertising proof without stating any reason whatsoever.
- 2.6 Customers who provide accommodation must be inspected under the National Quality Assurance Standards. If a serviced property is inspected by either the AA or Visit Britain, the VisitBritain rating will be shown against their entry.
- 2.7 Where a customer has won either a 'White Rose Award' or 'Enjoy England Excellence Award', the winner or finalist logo may be included if the size of the entry allows. It is the responsibility of the Customer to ensure that this is included in the entry.
- 2.8 The Customer is bound at all times by the Customers Responsibilities including Code of Conduct.
- 2.9 Advertising space is not guaranteed until payment has been received in full by the Supplier.

#### 3. Customers Responsibilities including Code of Conduct

- 3.1 At all times to maintain the highest possible standards of courtesy, cleanliness and service, and to enhance the reputation of Yorkshire as a major touring destination. The Customer is required to notify the Supplier of any matter that might adversely impact the reputation of YTB or Yorkshire as a major touring destination.
- 3.2 Where accommodation or any other chargeable service is provided, to notify any change in price or accommodation offered before such accommodation or service is taken up and to advise when the accommodation offered is outside the main establishment, e.g. in an annexe.
- 3.3 Where the customer is a member of the British Hospitality Association, the Association of British Travel Agents or other similar bodies, he/she will adhere to the Code of Conduct formulated by that body.
- 3.4 Where the Customer is not a member of such a body as aforesaid, he/she will, nevertheless, adhere to the Code of Conduct where appropriate to his/her business activities in all respects.
- 3.5 To deal promptly and courteously with all correspondence and complaints from visitors.
- 3.6 To ensure that at all times the Customer maintains and operates his/her premises in accordance with all relevant statutory requirements.

#### 4. Prices & Payment

- 4.1 The Price of the advertisement shall be that as set out in the 'Advertising Rates' section of the booking form.
- 4.2 Any variation to the 'Advertising Rates' will need to be agreed in writing by the Supplier.
- 4.3 The Supplier will invoice on receipt of a completed booking form.
- 4.4 Payment is due in full on invoice. Time for payment shall be of the essence and any failure to pay shall entitle the Supplier at its discretion to withdraw the advertisement from the publication.
- 4.5 Customers who are members of Yorkshire Tourist Board must settle in full all outstanding membership fees prior to receiving discounted advertising rates.
- 4.6 For all Advertorials, in the event that more than two proofs are required, an additional charge of £25.00 + VAT will be made for each additional proof.
- 4.7 For all advertisements, except advertorials, in the event that more than one proof is required an additional charge of £10.00 + VAT will be made for each additional proof.
- 4.8 If any act or proceedings shall be commenced in which the Customer's solvency is concerned, all monies under any transaction covered by these Conditions shall become immediately due and payable.

#### 5. Interest on Overdue Invoices

In the event of non-payment of an invoice or invoices we reserve the right to charge interest on the overdue amount at standard bank base rate plus 4% to compensate for additional workload created by overdue invoices. Acceptance of these credit terms includes acceptance of the levying of interest charges at our discretion. If legal action is required to effect payment, we give notice that all legal and court costs, plus interest, will be added to the amount sought via the courts.

#### 6. Warranty and Liability

- 6.1 The Supplier warrants that the Advertisement will, at the time of delivery, correspond to the proof approved by the Customer.
- 6.2 The Supplier does not accept responsibility for errors or faulty reproduction not corrected on the final proof approved by the Customer, or their Agents.
- 6.3 The Supplier will not be liable for any claims arising from this publication or any entry as it appears, except where, by reason of default of the Supplier, any error or omission occurs in relation to any entry.
- 6.4 In any event, it is expressly agreed that the Supplier's total liability shall be limited to a refund for the fee paid for the entry and that no liability shall attach to the Supplier in respect of any other loss or consequential loss of any kind.
- 6.5 The Supplier will not be liable for any loss or damage, consequential or otherwise, occasioned by error in any advertisement published, late publication, or failure of any advertisement to appear, from any cause whatsoever.

#### 7. Delivery

Whilst every reasonable effort shall be made to keep any service delivery date, time of delivery shall not be of the essence and the Supplier shall not be liable for any losses, costs, damages or expenses incurred by the Customer or any other person or Company arising directly or indirectly out of any failure to meet any estimated delivery date.

#### 8. Cancellation

- 8.1 Cancellations by the Customer, received prior to 1st August 2008 will incur a £25.00 + VAT administration fee.
- 8.2 Cancellations by the Customer, received after the 1st August 2008 will be charged at the full rate.
- 8.3 Failure to supply a copy of the advertisement in accordance with these terms and conditions will be deemed to be a cancellation.

#### 9. Force Majeure

In the event that the Supplier is prevented from carrying out its obligations under a contract for service as a result of any cause beyond its control such as but not limited to Acts of God, War, Strikes, Lock-outs, Flood and Failure of third parties to deliver goods, the Supplier shall be relieved of its obligations and liabilities under such contract for services for as long as such fulfilment is prevented.

#### 10. No Waiver

The Supplier's failure to insist upon strict performance of any provision of these Conditions shall not be deemed to be a waiver of its rights or remedies in respect of any present or future default of the Customer in performance or compliance with any of these conditions.

#### 11. Liability

Except as may be implied by law where the Customer is dealing as a consumer, in the event of any breach of these Conditions by the Supplier the remedies of the Customer shall be limited to damages which shall in no circumstances exceed the price of the Goods and the Supplier shall under no circumstances be liable for any indirect, incidental or consequential damage.

#### 12. Miscellaneous

- 12.1 Any contracts shall in all respects be construed and in conformity with English law.
- 12.2 If any part of these terms and conditions that is not fundamental is found to be illegal or unenforceable, such finding will not affect the validity or enforceability of the remainder of these terms and conditions.

# Make Yorkshire yours Magazine 2009 Booking Form



Please indicate the size of advertisement required and sign below:

Please reserve advertising space(s) as indicated (tick). I have read and agree to abide by the Terms & Conditions on the reverse of this booking form.

YTB Membership Number ..... Signed .....

Contact Name (BLOCK CAPITALS) .....

Contact Tel ..... Contact Email .....

## Type of establishment

- |                                                |                                          |                                        |                                                         |
|------------------------------------------------|------------------------------------------|----------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Visitor Attraction    | <input type="checkbox"/> Shop            | <input type="checkbox"/> Eating Out    | <input type="checkbox"/> Transport Operator             |
| <input type="checkbox"/> Destination           | <input type="checkbox"/> Event Organiser | <input type="checkbox"/> Tour Operator | <input type="checkbox"/> Sporting & Entertainment Venue |
| <input type="checkbox"/> Other, please specify |                                          |                                        |                                                         |

## Please enter copy details

Establishment Name .....

Establishment Address .....

Postcode ..... Tel (inc STD code) .....

Website .....

## Listings Description (Not applicable for display adverts or advertorials)

(Max 30 words for a 30 word listing, 60 words for a 60 word listing and 60 words for an enhanced listing with picture. Extra copy will be edited).

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## Payment Details

- Cheque enclosed (make cheque payable to: Yorkshire Tourist Board)  Please forward an invoice

Invoice Name .....

Invoice Address .....

Postcode ..... Tel .....

If you have more than one advert across both guides (Accommodation Guide/Make Yorkshire yours magazine) please complete the boxes below with the names of the property/attraction. For multiple bookings a discount will apply. See advertisement rates for further details.

### Booking 2

Name of property/attraction .....

### Booking 3

Name of property/attraction .....

### Booking 4

Name of property/attraction .....

## ADVERTISEMENT REQUIRED

(Please tick)

- 30 word listing  
 60 word listing  
 Enhanced listing - 60 words plus image  
 1/4 page display advert\*  
 1/2 page display advert\*  
 Full page display advert\*  
 Double page display advert\*  
 Full page advertorial\*\*  
 Double page advertorial\*\*

\*complete artwork must be supplied

\*\*YTB will contact you about copy/information for the advertorials

**PLEASE REMEMBER** to enclose a picture for the enhanced listing. This should be a JPEG image on a disc, CD or via email to wendy@thearkdesign.co.uk or, if necessary, a colour photograph or colour transparency (slide).

Note, digital image(s) MUST be at least 300dpi.

**BOOKING DEADLINE:  
1 ST AUGUST 2008**

### For Official Use Only

Customer Account Number .....

Invoice Reference .....

Please ensure your order is complete and signed, then return it to:

Wendy Ball  
The Ark Design & Print Ltd  
Pudsey Business Park  
47 Kent Road  
Leeds  
LS28 9BB

Tel: 0113 256 8712  
Fax: 0113 256 8724

Email:  
wendy@thearkdesign.co.uk