

Advertiser Details	
Name: <i>(as you wish it to appear)</i> :	
Address:	
Postcode:	
Email Address:	
Contact Name:	Contact Position:
Telephone Number:	Website:
Purchase Order No <i>(if applicable)</i> :	Please tick if VAT exempt <input type="checkbox"/>
Invoice Address <i>(if different from above)</i> :	
Accounts Contact:	Accounts Email:
Signed:	Date:

Bedroom Browsers 2019 (all prices subject to VAT) please tick						
Publication (and print run)	Double Page	Inside Cover (Back/Front)	1 Page	½ Page	¼ Page	Classified Package*
York & District (12,500)	£2150 <input type="checkbox"/>	£1400 <input type="checkbox"/>	£1250 <input type="checkbox"/>	£800 <input type="checkbox"/>	£500 <input type="checkbox"/>	£290 <input type="checkbox"/>
Harrogate & Yorkshire Dales (18,000)	£2500 <input type="checkbox"/>	£1500 <input type="checkbox"/>	£1450 <input type="checkbox"/>	£900 <input type="checkbox"/>	£530 <input type="checkbox"/>	£290 <input type="checkbox"/>
NYM, East Coast & Wolds (30,000)	£3400 <input type="checkbox"/>	£2150 <input type="checkbox"/>	£2000 <input type="checkbox"/>	£1200 <input type="checkbox"/>	£700 <input type="checkbox"/>	£290 <input type="checkbox"/>

\*Classified package includes a small pre-set 10cmx4cm advert in browser, website and app entry

Go Yorkshire Essential Mini Guide (all prices subject to VAT) please tick					
10% discount off Mini-Guide advertising when booking Bedroom Browsers					
Publication (and print run)	Double Page	Inside Cover (Back/Front)	1 Page	½ Page	Inc Voucher*
Mini-Guide (600,000)	£6000 <input type="checkbox"/>	£3800 <input type="checkbox"/>	£3500 <input type="checkbox"/>	£2000 <input type="checkbox"/>	Voucher <input type="checkbox"/>

\*Please tick if you would like to include a discount voucher in the guide at no additional charge

Go Yorkshire Website Only**	
12 month inclusion (all prices subject to VAT)	
£250 (includes social media & events promotion) <input type="checkbox"/>	Website Banner Advert (£125) per month <input type="checkbox"/>
Logo & reciprocal Link (Free) <input type="checkbox"/>	Additional blogs and online promotions on request

\*\*Website inclusion is free if booking printed publications

Please turn over for discounts and artwork specification

# Go Yorkshire 2019

## Discounts available if booking more than one bedroom browser

Browsers	Double Page/Inside Cover	1 Page	½ Page	¼ Page	Classified
Two browsers	10%	10%	5%	5%	N/A
Three browsers	15%	10%	10%	10%	N/A

*If you don't see the option you want please give us a call to discuss your requirements.*

Notes: .....

## Artwork

If you require assistance with your artwork, our graphic design team can help. Simply send us a brief outline of your requirements and content before 28<sup>th</sup> December and we will do the rest! Please see the costs for this in the table below and tick the relevant box. Please note terms and conditions for information regarding the format and supply of advert content.

Artwork Design Costs					
Publication	Double Page	1 Page	½ Page	¼ Page	
Bedroom Browsers	£400 <input type="checkbox"/>	£220 <input type="checkbox"/>	£160 <input type="checkbox"/>	£110 <input type="checkbox"/>	
Mini-Guide	£220 <input type="checkbox"/>	£190 <input type="checkbox"/>	£110 <input type="checkbox"/>	N/A	

## Payment Options

- New clients are invoiced in full on booking unless another payment method is agreed. They then immediately start enjoying the benefits of advertising on our Go Yorkshire website.
- Invoices are issued to existing clients upon publication unless you take our easy term payment option below.
- Easy Term Payments - if you would like to spread the cost of your advertising we can take £100.00 or 10% deposit (whichever greater) at time of booking and then we set up a direct debit via Go Cardless for future payments (for classified booking we can only spread the payment over a maximum of four months).

Please tick here if you would like to take advantage of this option

Please let us know over how many months you would like to spread payment\*

*\*Please note that the last month we can invoice for 2019 publications is June 2019.*

Please return order form to: Elmtree Press Ltd, 32 Emgate Bedale, DL8 1AL

Tel 01677 427334

Fax 01677 425013

[info@elmtreepress.com](mailto:info@elmtreepress.com)

Website [www.goyorkshire.com](http://www.goyorkshire.com)

# Go Yorkshire 2019

## Terms and Conditions

### Please retain for your records

#### Booking

Please note that if you wish to include editorial or request a particular position within the bedroom browsers you must book a half page advert or above and your order must be received no later than **1<sup>st</sup> December 2018**. After this date we cannot guarantee advert positions or text inclusions.

**Order forms or purchase orders must be received to reserve your space, this ensures we have the correct details for your order as well as invoice information and any special details given – verbal or email messages cannot be used as a confirmed order.**

#### Agency Commission

Due to a number of issues that have arisen previously it is now our policy not to enter into discussions regarding agency commission – if a discounted price has been agreed no further discount will be taken off upon invoice.

#### Bedroom Browser Adverts

Your completed artwork needs to be supplied to the following specification no later than **9<sup>th</sup> January 2019**. *Please also make sure you don't include any voucher information on your advert as each browser is designed to be used by more than one visitor.*

Double Page Spread - 460mm wide x 300mm high (plus bleed for edge to edge adverts or if requiring border 430mm x 269mm)

Full Page Portrait – 230mm wide x 300mm high (plus bleed for edge to edge adverts or if requiring border 199mm x 269mm)

Half Page Landscape – 199mm wide x 132mm high

Quarter page Portrait – 97mm wide x 132mm high

**Note: A 3mm bleed is required for double and full page adverts only.**

Artwork to be supplied as Press-ready PDF (CMYK, 300dpi, fonts MUST be embedded)

Acceptable image files: EPS, Jpeg or Tiff All images should be 300dpi at 100%

*It is also advisable to send a colour proof of the completed advert to ensure colour matching when going to print, we cannot enter into any dispute regarding incorrect colours after print if no proof has been sent prior to publication.*

**Classified package** – to create your advert we require one portrait image, approximately 25 words description of your business and the contact details you would like to include within your listing. This information should be received **no later than 9<sup>th</sup> January 2019**. A proof of your advert will then be sent back for your approval prior to publication.

#### Mini-Guide Adverts

Your completed artwork needs to be supplied in the same format as the Bedroom Browser adverts above but the sizes are as follows:

Full Page Portrait 133mm Width x 196mm Height

Half Page Landscape - 133mm Width x 96.5mm Height

#### Mini Guide Vouchers

If you are wanting to include a voucher please email [info@elmtreepress.com](mailto:info@elmtreepress.com) with the offer and any terms and conditions, you will then receive a proof to approve near to print deadline date. **Please make sure you do not include the voucher within your actual advert**

#### Website Listing

After we receive your booking we will contact you regarding website information with your confirmation. For new clients we will add you to our website immediately after we have received your booking form and payment.

#### Design

If you wish us to design your advert please supply content to us no later than **21<sup>st</sup> December 2019** along with a brief outline of your requirements. Please note that the cost for design includes initial design and three amended versions, any further changes after this will be subject to additional charges and if the advert is signed off as approved and subsequent changes are requested after this we reserve the right to charge regardless of the number of initial amendments.

#### Images

Please be aware that we assume all images supplied to us have the copyright of the client supplying them. Any legal claims that may arise should a third party claim copyright for any images used both within the guides or on the website will be forwarded on accordingly.

#### Cancellations

We are unable to accept cancellations after the **deadline of 9<sup>th</sup> January 2019**. After this date, you will be invoiced in full.

#### Payment

Invoices are issued upon publication unless you take the Easy Term Payment option whereby a deposit is required at the time of booking and a direct debit will be set up for future payments through Go Cardless (due to non-payment of previous invoices we can no longer issue Easy Term Payment Invoices for payment by any other method). Payment will be required **30 days from the invoice date**. **Interest will be charged at 5% per month on ALL overdue accounts**. VAT charged at standard rate.

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Website [www.goyorkshire.com](http://www.goyorkshire.com)