

# Booking Form

Please complete all of this form using block capitals

## 1 Establishment Name and Address

Contact Name: \_\_\_\_\_  
 Establishment Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Postcode: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Website: \_\_\_\_\_

## Proofing

A colour proof will be supplied for your approval. Any changes to your original instructions at proof stage and reproofing will be charged.

## Supplying your own artwork

If you are supplying your own advertisement as a file, please ask your agency to send it as an EPS or Quark Express file on CD with colour proof, in AppleMac format. If you would like help to produce a more complex advert please telephone us or Sheard & Hudson on 01249 730 100

## Photography

Images may be supplied in the following formats: Transparency, Photographic Print, or on Disk. Please note that images taken by digital camera cannot be accepted. While digital images can reproduce accurately in an electronic format we cannot guarantee they will reproduce as well for printed material.

**Description on WEBSITE advert** This will be the same as used in your printed advert unless you inform us otherwise (N.B. using the same max number of words for your chosen advert size). Please note that we reserve the right to edit these words and the number of symbols used to accompany your advert.

## Address for correspondence (if different from opposite)

Contact Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Postcode: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

## 2a Select your advert size – please tick appropriate box

- Please repeat last year's advert, with any amendments as indicated. Please also sign the Declarations in Section 4 and 7.
- A**  1/16 page – Standard format only  
 £260 + 15% VAT = £299 46 mm x 67 mm  
 Includes one colour picture, max 10 symbols and max 30 words of text.
- B**  1/8 page – Standard format only  
 £475 + 15% VAT = £546.25 94 mm x 67 mm  
 Includes one or two colour pictures, max 20 symbols and max 50 words of text.
- C**  1/4 page – supplied artwork or we will design it with you  
 £830 + 15% VAT = £954.50 94 mm x 136 mm  
 Includes two or more colour pictures, max 20 symbols and max 100 words of text.
- D**  1/2 page – supplied artwork or we will design it with you  
 £1,375 + 15% VAT = £1,581.25 190 mm x 136 mm  
 Includes four or more colour pictures and max 40 symbols.
- Full page advertisement: Please call \_\_\_\_\_ on 01984 000 000 for quotation. Recommend max 40 symbols.

## 2C Accommodation symbols

Please tick each appropriate symbol in the box provided.

**Symbol limit for each advert type:** 1/16 = 10 symbols, 1/8 = 20 symbols, 1/4 = 20 symbols, 1/2 = 40 symbols, Full page = 40 symbols

### All Accommodation

- 1 Children welcome: a number following gives minimum age
- 2 Dogs accepted by arrangement
- 3 Bathrooms with shower only
- 4 Ground floor bedroom(s)
- 5 Four poster bed(s)
- 6 Telephone for visitors' use
- 7 Garage or parking or off-street parking
- 8 Establishment accepts major credit cards
- 9 Outdoor swimming pool
- 10 Indoor swimming pool
- 11 Riding available on site or nearby
- 12 Stabling available for your horses
- 13 Ironing facilities for guests' use
- 14 Games room
- 15 Christmas/New Year packages available
- 16 Reduced price packages available
- 17 Real fireplace/stove
- 18 Accessibility (Please contact business directly)
- 19 Welcome Host Hospitality Training
- 20 Coleridge Way – within 1 mile of establishment
- 21 South West Coast Path – within 1 mile of establishment
- 22 Two Moors Way – within 1 mile of establishment
- 23 Tarka Trail – within 1 mile of establishment
- 24 Macmillan Way – within 1 mile of establishment

### Additional for Serviced Accommodation only

- 25 Licensed (alcoholic drinks served)
- 26 En-suite rooms with bath/shower + WC
- 27 En-suite rooms with bath + WC
- 28 En-suite rooms with shower + WC
- 29 Tea/Coffee making facilities available in all rooms
- 30 Special diets provided by arrangement
- 31 Residents' lounge
- 32 Evening meal served
- 33 Passenger lift
- 34 Pack lunch provided on request
- 35 Café or restaurant

### Additional for Self-Catering Accommodation only

- 36 Linen not provided
- 37 Linen provided free of charge
- 38 Linen hire service available
- 39 Gas/electricity by coin meter or meter reading
- 40 Clothes washing machine and drying facilities

### Additional for Touring Caravan & Camping Park only

- 41 Foodshop or mobile foodshop
- 42 Electricity hook-up to touring pitches
- 43 Gas cylinder exchange or refill
- 44 Lighting throughout the park
- 45 Chemical toilet disposal facilities
- 46 Showers

**National Accessibility Scheme:** The symbols below denote an achieved rating awarded under the National Accessible Scheme

- 47 Typically suitable for a person with sufficient mobility to climb a flight of steps but would benefit from fixtures and fittings to aid balance.
- 48 Typically suitable for a person with restricted walking ability and for those that may need to use a wheelchair some of the time.
- 49 Typically suitable for a person who depends on the use of a wheelchair and transfers unaided to and from a wheelchair in a seated position.
- 50 Typically suitable for a person who depends on the use of a wheelchair and transfers to and from the wheelchair in a seated position. They also require personal/mechanical assistance to aid transfer, (e.g. carer/hoist).

## The Exmoor Coast & Country Holiday Guide 2010 AND Website

The Only Guide for advertising holidays in the Exmoor & Quantock Hills area is now even better value – your advert will be in the high quality printed guide and on the web site version. Much more for your money, and much more to entice your potential customers. The 14th edition will be published in December 2009 in its printed and online versions. The guide is unique because it is compiled by representatives from within the local tourism industry for you.

Including a "What to see and do" pull out section with special rates

Advertising rates include your **PRINTED** advert in the guide **AND** an advert on the [www.exmoorholidayguide.co.uk](http://www.exmoorholidayguide.co.uk) website



Including an improved pull out section.

## What the advertising package will offer

- Colour advert in the printed guide - 70 pages and a minimum print run of 60,000 main guide and 30,000 additional centre sections.
- FREE website advert, with photo and link to your website, (if you have one), on the online version of the guide [www.exmoorholidayguide.co.uk](http://www.exmoorholidayguide.co.uk)
- The larger your printed advert, the higher it will appear on the website listings.
- FREE, quick reference directory (GAZETTEER) entry for all accommodation establishments.
- Wide ranging advertising campaign including internet advertising and high ranking on internet search engines.
- Distribution nationwide to Tourist Information and Visitor Centres
- Widely supported by the tourist industry and related organisations.
- Detailed map and full colour introduction to the region.
- Advertising for the whole year from less than £5 per week. You can feature all that you offer, whether it is accommodation, somewhere to eat and drink, attractions or arts and crafts.
- Promotion of quality accommodation. Inspected accommodation should be either inspected (or pending) and graded under the Harmonised Quality Assurance Scheme by either the AA or South West Tourism on behalf of Visit Britain OR have been accepted by the Stepping Stones or similar inspection scheme.

For additional copies of this Rate Card contact us direct or download a copy from [www.exmoorholidayguide.co.uk/ratecard.pdf](http://www.exmoorholidayguide.co.uk/ratecard.pdf)

**Useful Contacts:** Advertising: John Richards  
44, Swain Street, Watchet, Somerset TA23 0AG  
Tel: 01984 634 565  
Email: [advertising@exmoorholidayguide.co.uk](mailto:advertising@exmoorholidayguide.co.uk)

Produced and published by Exmoor Coast & Country Ltd.,  
44, Swain Street, Watchet, Somerset TA23 0AG  
Tel: 01984 634 565  
Email: [guide@visit-exmoor.eu](mailto:guide@visit-exmoor.eu)

### Terms & Conditions

This is important information which you must read carefully before completing your order form. You should retain this copy for your records.

This is important information which you must read carefully before completing your order form. You should retain this copy for your records.

These terms and conditions comprise the basis of a contract between the Advertiser and Exmoor Coast & Country Limited (hereafter referred to as EC&C Ltd.). No amendment or addition to these terms and conditions is permitted without the express written permission of EC&C Ltd.

- All advertisements are accepted subject to EC&C Ltd.'s approval of the copy and to space being available.
- EC&C Ltd. cannot guarantee the location within the guide of any individual advertisement (except negotiated prime positions) but every effort will be made to comply with the Advertiser's requirements.
- EC&C Ltd., and its agents, cannot give a guarantee as to the exact dates of printing, publication and distribution of the guide.
- Cancellation cannot be accepted after the closing date of July 31st 2009 and there can also be no refund after this date of any payments already made. All cancellations before that date will incur a charge for work already done.
- EC&C Ltd. reserves the right to reject any advertisement for publication, without being required to give reasons. Should this happen after payment has been received, a full refund will be made with one exception. The full payment will be forfeited should an accommodation advertiser give false information about the VB or AA grading of their establishment or their Stepping Stones acceptance.
- If copy is not received by the final proof deadline, EC&C Ltd. may either reject the advertisement or print it in as complete a form as possible.
- Advertisements are accepted on the assumption that they comply with the Trade Description Act 1968 and do not contravene any Act of Parliament or infringe the British Code of Advertising Practice.
- QUALITY STANDARDS/ACCREDITATION: Accommodation establishments should be inspected under the Harmonised Quality Assurance Scheme by, or on behalf of, either the VB/AA/ STEPPING STONES or similar – those 'Awaiting Inspection' should provide evidence of key dates relating to that inspection.
- A colour laser proof of each advertisement will be sent to the Advertiser, who is responsible for checking the content. Any corrections to proofs must be clearly indicated, signed for and returned by the required date. No liabilities can be accepted by EC&C Ltd. for errors not so corrected. Alterations to the original copy or layout made at the proof stage may incur a £50 charge.
- EC&C Ltd. will use every endeavour to ensure the due performance of the contract, but will not be responsible for any delay or cancellation caused by the inability to secure labour or materials or as a result of any strike, lock-out or other dispute or other cause beyond their control.
- Should the guide not be published through lack of funding, then all advertisers will receive a full refund of money paid. There shall be no further liability on EC&C Ltd.
- All Advertisers shall be responsible for, and shall indemnify EC&C Ltd. against, all losses, damages, costs and expenses by reason or on account of any libel or any infringement of copyright due to copy/artwork and/or photographs supplied by the Advertiser which is or are used for publication in print in the said publication. In the event, EC&C Ltd. shall pay or be liable to pay any sum or sums of money in discharge of any such losses, damages, costs or expenses, the Advertiser shall be responsible for reimbursing such payment to EC&C Ltd.
- Advertiser's property, artwork, photographic originals, etc. are held at owner's risk and should be insured by them against loss or damage from whatever cause.
- In no event shall EC&C Ltd. be liable for any indirect or consequential loss (including, but not limited to loss of profits or revenue) incurred by the Advertiser or any third party.
- Payment must be received with this Booking Form and before July 31st 2009, otherwise the advertisement will not be published.

# Booking Form (continued)

If your business offers more than one category of accommodation please complete the appropriate sections.  
Please complete all of this form using BLOCK CAPITALS.

## 3a Serviced Accommodation

| Rates - price range (per person per night)        | From                         | To                          |
|---|------------------------------|-----------------------------|
| Single  |                              |                             |
| Double  |                              |                             |
| Total number of bedrooms:                         |                              |                             |
| Sleeping a total of:                              |                              |                             |
| Number of Single (number of rooms en-suite*)      |                              | *                           |
| Number of Twin/Double (number of rooms en-suite*) |                              | *                           |
| Number of Family (number of rooms en-suite*)      |                              | *                           |
| Pets welcome:                                     | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

Dates open: please state dates

| From: (month) | To: (month) | Open all year: (tick) | Including Christmas: (tick) |
|---------------|-------------|-----------------------|-----------------------------|
|               |             |                       |                             |

## 3c Self Catering

| Rates  | From                         | To                          |
|--|------------------------------|-----------------------------|
| Price range (per unit per week)              |                              |                             |
| To sleep - total number or range (e.g. 2-7): |                              |                             |
| Number of Houses                             |                              |                             |
| Number of Cottages                           |                              |                             |
| Number of Flats/Apartments                   |                              |                             |
| Number of Static Caravans                    |                              |                             |
| Pets welcome:                                | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

Dates open: please state dates

| From: (month) | To: (month) | Open all year: (tick) | Including Christmas: (tick) |
|---------------|-------------|-----------------------|-----------------------------|
|               |             |                       |                             |

## 3b Touring Caravan & Camping Parks

Rates per pitch per two person inc. parking unit per night:

|                            | From                         | To                          |
|----------------------------|------------------------------|-----------------------------|
| Caravans                   |                              |                             |
| Motor Caravans             |                              |                             |
| Tents                      |                              |                             |
| Pets welcome:              | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| To sleep - total number:   |                              |                             |
| Number of pitches:         |                              |                             |
| Site size - acres/hectares |                              |                             |

Dates open: please state dates

| From: (month) | To: (month) | Open all year: (tick) | Including Christmas: (tick) |
|---------------|-------------|-----------------------|-----------------------------|
|               |             |                       |                             |

## 3d Attractions/Activities/Food & Drink/Arts & Crafts -Display Advert

Discount available, contact Naomi Griffith

Will you be supplying your own advert?:

|               |                              |                             |
|---------------|------------------------------|-----------------------------|
| Attractions   | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Activities    | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Food & Drink  | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Arts & Crafts | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Other         | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

## 4 VB/ AA/ STEPPING STONES current rating for accommodation providers

VB  AA  STEPPING STONES or similar

Type of grading (i.e. hotel/guest/etc)

Rating (e.g. number of stars/diamonds and any additional awards:

Inspection applied for\*: (please indicate date):

Declaration: I confirm that my business has the above current rating, or I can provide evidence that an inspection has been applied for.

Signed (\*must be provided):

## 5 State category for advert position - please tick

A) Primary Category  Serviced Accommodation  Self Catering

Attractions  Touring Caravans and Camp sites

Food & Drink  Activities  Arts & Crafts

B) What secondary categories of accommodation do you wish to include in the Quick Reference Directory (@ £30 inc VAT)

Serviced Accommodation  Self Catering

Attractions  Touring Caravans and Camp sites

Food & Drink  Activities  Arts & Crafts

More than one accommodation business?

Get an additional Quick Reference Directory entry for £30 inc VAT

## 6 Map Location



The final printed map will have more detail and the geographical entries may change slightly in name

Please mark your location on the map, and complete the information below.

### 6a Grid Reference

Example: Your property reference will contain a letter and number.

**D12**

My grid reference is:

### 6b Geographical Area

In the Guide your accommodation advert(s) will be included in YOUR geographical location. Please tick ONE:

- Central Exmoor  
  Dulverton Area  
  Dunster Area  
  Eastern Exmoor  
  Lynton & Lynmouth Area  
  Minehead Area  
  Porlock Vale  
  Southern Exmoor  
  Watchet & The Quantock Hills  
  Western Exmoor

## 7 Checklist, Signature and Declaration

Please ensure that you have completed all the relevant sections - tick below

- |  |  |
|--|--|
| <input type="checkbox"/> 1. Name and address                                 | <input type="checkbox"/> Enclose copy/artwork (if appropriate)                       |
| <input type="checkbox"/> 2. Advert size, description and symbols             | <input type="checkbox"/> Enclose photography   |
| <input type="checkbox"/> 3. Accommodation type/display advert                | <input type="checkbox"/> Please repeat last year's advert (amendments indicated)     |
| <input type="checkbox"/> 4. Current rating (for accommodation)               | <input type="checkbox"/> Cheque enclosed   |
| <input type="checkbox"/> 5. Primary category/ies for advert position         | <input type="checkbox"/> Additional Directory entry for 2nd business (if applicable) |
| <input type="checkbox"/> 6. Map Location, Grid Reference & Geographical Area | @ £30   £ _____  |

I enclose a cheque made payable to Exmoor Coast & Country Ltd for £ \_\_\_\_\_

Please return form to:

Exmoor Coast & Country Ltd. 22 Almyr Terrace, Watchet, Somerset TA23 0DB

Please check that you have read and understood the **Terms & Conditions** then sign below.

Authorised signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print name: \_\_\_\_\_

On behalf of (name of establishment): \_\_\_\_\_

Exmoor Coast & Country  
2010 – New 14th Edition  
Closing date for entries  
**31<sup>st</sup> July 2009**

*Exmoor*  
COAST & COUNTRY

[www.exmoor-visitor.info](http://www.exmoor-visitor.info)

Exmoor Coast & Country 2009 is published by Exmoor Coast Country Ltd, on behalf of the tourism industry on a non-profit basis, with financial support from local tourism bodies and West Somerset Council.

For general tourism enquiries contact:

**0845 166 1001**

For Coast and Country general enquiries contact:

**01984 634 565**

For advertising contact:

**0845 166 5555**