

VisitYork

Publication Guides Booking Form

This is your chance to pre-book your space in the popular Visit York guides, which are the perfect opportunity to promote your business to visitors to the city.

We are focusing on two key guides:

- **Winter Guide** – our ever popular guide inspires visitors during the autumn months and focuses on Christmas and winter events, attractions, accommodation, retailers, eateries and more. A5 format, 40,000 printed and distributed from October 2024 –January 2025.
- **Mini Guide** – the most-read visitor publication in the city, a go to handy guide for all attractions, eateries, bars and retailers. DL format, 500,000 printed and distributed from April 2025.

Please note that the Mini Guide 2025 is dependent on securing enough interest from advertisers to create a comprehensive and engaging publication. If this is not reached, we will be in touch individually to discuss alternative options with everyone who has booked an advert. Thanks in advance for your support and collaboration.

Business Name:

Booking your advertisement – Please tick box as appropriate.

| Mini Guide | Cost | Please tick box | Winter Guide | Cost | Please tick box |
|---|-------------|------------------------|--|-------------|--------------------------|
| Must-See Section | | | | | |
| Half Page Listing: 55 words + one image/ logo. OR Display: W 85mm x H 78mm. | £1500+VAT | | Quarter Page Display: W 67mm x H 98mm | £300+VAT | <input type="checkbox"/> |
| Full Page Listing: 90words + up to three images/logo. OR Display: W 85mm x H 175mm. | £3000+VAT | | Half Page Display: W 139mm x H 98mm | £570+VAT | |
| Mini Guide | | | Full Page Display/advertorial: W 148mm x H 210mm | £1000+VAT | |
| Quarter Page Listing: 30words + one image/ logo. | £665+VAT | | Inside Front/Back Cover Display: W 148mm x H 210mm | £1595+VAT | |
| Half Page Listing: 55 words + one image/ logo. OR Display: W 85mm x H 78mm. | £1330+VAT | | Back Cover Display: W 148mm x H 210mm | £1995+VAT | |
| Full Page Listing: 90words + up to three images/logo. OR Display: W 85mm x H 175mm. | £2660+VAT | | | | |

For the Mini Guide, a 50% deposit will be needed on booking, with the remainder due in November 2024.

Stage 1 – Advert Booking

Reserve your slot by completing and returning this booking form to membership@makeityork.com by **Friday 23 August 2024**.

Stage 2 – Advert Artwork and Design

You will be sent a link to submit your artwork online after booking. We only accept display adverts for the Winter Guide. Where display dimensions are specified, artwork provided must be print ready as a PDF file which must be high resolution 300dpi and minimum 2MB in size by the deadlines of **30 August 2024 for the Winter Guide** and **6 December 2024 for the Mini Guide**. You will be sent a proof to approve before print.

Office use only

Date Raised:

Invoice Number:

VisitYork

Company Details

Business Name:

Contact Name:

Address:

Email:

Telephone:

PO number:

Payment Details

Payment can be made by cheque, BACs or credit card. Payment must be cleared by Friday 23 August 2024, otherwise your advert will not be included in the Winter Guide.

Account number: 10367689 | Sort code: 09-02-22 | Cheques should be made payable to Make It York Ltd.

For the Mini Guide, a 50% deposit will be needed on booking, with the remainder due in **November 2024**. If you are a registered charity and are claiming VAT exemption on this advertisement, please provide your charity number in the space provided:

If your invoice address is different to the address please state below:

Address:

Terms and Conditions

The guides are published by Visit York, the tourism brand of Make It York Ltd. By signing this form you are committing to the purchase of an advertising space in the **Winter Guide 2024** and/or the **Mini Guide 2025**.

Adverts must be supplied by **30 August 2024** for the Winter Guide and **6 December 2024** for the Mini Guide. Booking and artwork deadlines must be adhered to.

Make It York does not accept any liability for the consequences of any mistakes in the guide beyond the cost of the advertisement. It is the responsibility of the advertiser to ensure that advertisements are of good quality and that final proofs are checked for accuracy.

Make It York cannot guarantee requests for special positions though every effort will be made to respond to such requests. Make It York reserves the right to discuss and edit advertising copy and images. A basic artwork service is provided by Make It York. Extra charges may apply for significant, additional work. Any images supplied must be reflective of the facilities generally available and must not be misleading.

Coupons are discouraged in advertisements and can only be included with the permission of Make It York.

For the Mini Guide, a 50% deposit will be needed on booking, with remainder due in **November 2024**. For the Winter Guide, payment needs to be cleared by **Friday 23 August 2024**, otherwise your advert will not be included.

The stated rates are reduced member rates, only applicable to those advertisers whose membership is current and is renewed. Failure to renew will incur an additional advertising charge thereby bringing the overall cost to a full non-member rate (available on request).

Signature:

Date:

VisitYork

Part of  **Make It York**
Visit | Culture | Markets | Events