

Booking Form 2010/11

How to use this form: Please complete ALL details below in full. Complete the relevant sections on page 2 for bookings in the Bedroom folders, page 3 for the Scotland and Edinburgh guides, and page 4 for the Schools folder.



All prices quoted include 15% introductory discount.

DETAILS

Contact Name (Capital letters please)

Organisation Position

Address

.....

..... Postcode

Telephone Fax

E-mail Web Address

Please tell us how you would like to receive future marketing information from us (please tick) By mail By e-mail

Are you a member of the following? (please tick) ASVA VisitScotland Quality Assurance Scheme

Other associations (please specify)

Details of any Marketing Group(s) of which you are a member

Paperless Option: Would you be happy to receive booking information and proofs electronically in future years? Yes No

Please accept my reservation for the 2010/11 publications. I have read and accepted the Essential Booking Information in the Landmark Press 'Marketing Opportunities' brochure. I confirm that I am authorised to book space on behalf of this organisation.

Signature Date

Invoice Name & Address (if different from above)

..... Postcode

Telephone Fax

Agency (please tick)

Once you have completed all the relevant sections, please email, post or fax your booking by
Friday 9th October 2009 to:

Landmark PRESS

Landmark Press, Station Road, Carrbridge, Inverness-shire PH23 3AP
T: 01479 841900 F: 01479 841750 E: sales@landmark-press.com

Thank you for your booking

Editions		Quantity Leaflets Required	Rates (Ex VAT)	To Book Please Tick
A	The Northern Highlands	7,500	£521.05	
B	Skye & Lochalsh	4,000	£280.50	
C	Inverness, Loch Ness & Nairn	6,000	£425.00	
D	Fort William & Lochaber	5,200	£368.05	
E	The Cairngorms National Park	4,700	£337.45	
F	Aberdeen & Grampian Highlands	10,300	£726.75	
G	Perthshire	8,200	£578.00	
H	Angus & Dundee	3,700	£262.65	
I	The Kingdom of Fife	6,000	£425.00	
J	Argyll	8,500	£595.00	
K	Loch Lomond, Cowal & Bute	5,500	£389.30	
L	Forth Valley, Stirling & Trossachs	6,000	£425.00	
M	Glasgow & Clyde Valley	18,500	£963.05	
N	Edinburgh & Lothians	28,000	£1,501.10	
O	The Borders	4,000	£280.50	
P	Ayrshire & Arran	2,500	£187.00	

Discount for booking multiple folders:

3 - 5 editions 10%; 6 - 8 editions 12.5%; 9 or more editions 15%

ENHANCED ENTRIES IN THE 'THINGS TO SEE & DO' LISTINGS

	Rate (Ex VAT)	To Book (Please Tick)
Enhanced (1 picture)	£590	<input type="checkbox"/>
Image(s) enclosed <input type="checkbox"/>	Image(s) to follow by Friday 9th October '09	<input type="checkbox"/>

COPY FOR THE 'THINGS TO SEE AND DO' LISTINGS

Maximum number of words is 25. Landmark Press reserves the right to edit back text if necessary.

Copy shall NOT be produced in upper case or in bold.

If you cannot supply copy at the time of booking, please ensure that it is supplied by Friday 9th October 2009.

Business/Attraction Name					
25 Words of Copy (One Word Only Per Box)					
Contact Number Only					

I would like to reserve the following spaces (all prices shown exclude VAT).

Please tick the space(s) required:

Type of Space	Size of Advert	Edinburgh Guide 1.5 million Copies Rates (Ex VAT)	Scotland Guide 1 million Copies Rates (Ex VAT)
Full Page (portrait) (plus 5mm bleed)	210 x 148mm	£9,897.00 <input type="checkbox"/>	£8,194.00 <input type="checkbox"/>
Half Page (landscape)	93 x 137mm	£5,200.30 <input type="checkbox"/>	£4,309.50 <input type="checkbox"/>
Quarter Page (portrait)	93 x 67mm	£2,705.55 <input type="checkbox"/>	£2,235.50 <input type="checkbox"/>
Eighth Page (portrait)	45 x 67mm	£1,388.05 <input type="checkbox"/>	£1,134.75 <input type="checkbox"/>
Sixteenth Page (portrait)	45 x 32mm	£704.65 <input type="checkbox"/>	£586.50 <input type="checkbox"/>

ARTWORK, COPY & IMAGE REQUIREMENTS

The advert sizes available are shown above.

If you are designing your own advertisement, please supply it as a QuarkXPress document suitable for an Apple Mackintosh computer.

If any text in your advert has to be translated into a foreign language, **PLEASE ENSURE TEXT IS BLACK, OR WHITE REVERSED OUT OF A BLACK BACKGROUND, IN A QUARK TEXTBOX.** Foreign language text normally takes up more space than English - we reserve the right to edit.

If you are NOT designing your own advertisement, please supply your copy and images, along with any layout guidelines. Should you require any further information or advice please contact Fiona Newman on 01479 841903.

ALL copy and artwork should be supplied by the **COPY DEADLINE OF FRIDAY 9th OCTOBER 2009.**

Artwork: Artwork is enclosed Supplying own artwork by Friday 9th October 2009
Image: Image is enclosed Image to follow by Friday 9th October 2009

Size of Artwork	Copy and Image
Full and Half Pages	Artwork should be supplied on disc in QuarkXPress format
Quarter Page	Artwork should be supplied on disc in QuarkXPress format Heading + copy (inc. opening times & contact details) + images
Eighth Page	Artwork should be supplied on disc in QuarkXPress format Heading + 45 words of copy (inc. opening times & contact details) + 1 portrait image
Sixteenth Page	Artwork should be supplied on disc in QuarkXPress format Heading + 15 words of copy (inc. opening times & contact details) + 1 landscape image

Copy

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Continuation Sheets Attached (please tick)

	COST (Ex Vat)	To Book Please Tick	Leaflet Quantity
1/5 Page standard entry with leaflet	£350.20	<input type="checkbox"/>	4,500
2/5 Page expanded entry with leaflet	£507.45	<input type="checkbox"/>	4,500
1/5 Page information sheet entry	£232.05	<input type="checkbox"/>	N/A

YOUR ENTRY DETAILS

Please use the space below for your copy.

Address

.....

Postcode Contact Name

Telephone Fax

E-mail Web Address

Opening Times (2009)

Group Rates (2009)

Group Size Min Max

Ages catered for Pre 5 5 - 14 14 +

Note: 1/5 page entry maximum 70 words copy, 2/5 page entry maximum 140 words.

Heading

Copy

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..... Continuation Sheets Attached (please tick)

Landmark Press reserves the right to edit back text if necessary.

If you cannot supply copy at the time of booking, please ensure that it is supplied by **Friday 9th October 2009**.

Curriculum areas your attraction caters for (please tick)

English <input type="checkbox"/>	Technology <input type="checkbox"/>	Outdoor Education <input type="checkbox"/>
Languages <input type="checkbox"/>	Science/ Maths <input type="checkbox"/>	Religious & Moral Development <input type="checkbox"/>
Environment (inc. Wildlife) <input type="checkbox"/>	Social Studies (History, Geography, Modern Studies) <input type="checkbox"/>	Performing Arts (Art, Music, Drama) <input type="checkbox"/>
	Education Pack Available <input type="checkbox"/>	

Onsite facilities your attraction provides (please tick)

Disabled Facilities <input type="checkbox"/>	Toilets <input type="checkbox"/>	Restaurant <input type="checkbox"/>
Gift Shop <input type="checkbox"/>	Picnic Area <input type="checkbox"/>	Residential <input type="checkbox"/>
Coach Parking <input type="checkbox"/>	Tuition/Tours <input type="checkbox"/>	AALA Certified <input type="checkbox"/>

Images: Image(s) enclosed Image(s) to follow by **Friday 9th October 2009**