

### DISPLAY ADVERTISING

**FINAL COPY DATE: 31ST JAN 2011**

#### ADVERTISE YOUR EVENT OR ATTRACTION FOR THE WHOLE YEAR IN THE STEAM HERITAGE GUIDE 2011

Around 800 museums and other attractions, as well as nearly 1,200 events, will be listed in Britain's most comprehensive guide to the heritage market. Recognised as a unique reference book, it is relied on throughout the year by potential visitors for planning visits, tours and holidays.

#### ADVERT ARTWORK

SIZE	WIDTH	HEIGHT	COST
Full Page (type area)	128.5mm	190mm	£320.00
Full Page (trim)	148.5mm	210mm	
Full Page (bleed)	154.5mm	216mm	
Half Page (vertical)	62.25mm	190mm	£195.00
Half Page (horizontal)	128.5mm	93mm	
Quarter Page	62.25mm	93mm	£130.00
Eighth Page	62.25mm	44.5mm	£75.00

**Prime positions:** IFC, IBC, OBC are 10% extra and are on a first come first served basis. Please contact us before making payment for these positions.

5% discount for payment when booking advertisement.

**SUPPLYING ARTWORK:** Artwork should be supplied on CD/DVD or emailed to [guide@steamheritage.co.uk](mailto:guide@steamheritage.co.uk) in CMYK colour, 300dpi resolution at the correct size as a pdf, eps, tiff or jpeg file with all fonts embedded or outlined. Any special artwork, modifications or alterations to original copy will be charged extra.

CUT ALONG LINE

SEE [WWW.STEAMHERITAGEGUIDE.CO.UK/ADVERTISE](http://WWW.STEAMHERITAGEGUIDE.CO.UK/ADVERTISE) OR CONTACT US FOR FULL TERMS & CONDITIONS

### ADVERTISING BOOKING FORM

STEAM HERITAGE GUIDE 2011



PLEASE COMPLETE ALL SECTIONS AS FULLY AS POSSIBLE IN BLOCK CAPITALS TO ENSURE MAXIMUM ACCURACY

Advertiser Name

Authorised by

Position

Telephone

Email

Address

.....

.....

Post Code

Signature

Date

#### SPACE REQUIRED

- Full page £320.00
- Half Page (vertical) £195.00
- Half Page (horizontal) £195.00
- Quarter Page £130.00
- Eighth Page £75.00
- Prime position preferred (contact us for availability) +10%

TOTAL (no VAT payable) £

- Please invoice us **or**
- We wish to take advantage of the 5% discount on advance payment and enclose our remittance (cheque/PO) for the value above (payable to 'Steam Heritage').

Confirmation of space bookings will be dispatched on receipt of your completed form. We will endeavour to place advertisements to clients' preferences if possible.

**OFFICE USE ONLY** Received:  REMITTANCE: Chq  PO  Cash  | TO BE INVOICED  Raised:  Number:

# **ADVERTISING TERMS & CONDITIONS 2011**

## **1. PURCHASE ORDER**

- 1a. The booking form is to be returned with an authorised customer signature which confirms the amounts and details of the order to be correct, with the name of your authorised signatory printed and clearly legible and/or:
- 1b. Either a customer purchase order with a valid order number on your letterhead or an email confirmation with written acceptance of the order from the customer.
- 1c. Editorial and information to be provided on the Advertiser's Information Form, and the customer to provide the photo or artwork according to our specification.

Receipt of 1a or 1b confirm you have committed to the order and accept our terms and conditions below. However, failure to sign and return the order acknowledgement form sent by the publisher does not constitute a cancellation of that order.

## **2. CONTRACT**

The Booking Form and the terms and conditions herein represent the entire contract between the publishers of the Steam Heritage Guide and the customer, unless otherwise agreed in writing.

## **3. PRICE AND INVOICING**

- 3a. The Price shall be the Publisher's quoted or agreed price on the booking form. Any artwork costs/amendments to artwork will be charged extra at cost.
- 3b. Unless otherwise agreed, invoices will be raised at point of order and customers are required to make payment in full within 30 days of the invoice date, or within 7 days of the invoice if the printing date is within a period of less than 30 days of the order. Failure to pay on time will result in the advertising being withdrawn.
- 3c. Interest on any overdue invoices shall accrue daily from the date when payment becomes due until the date of payment, at a rate of 3% above the Bank of England base rate.

## **4. ACCEPTANCE**

Advertisements are accepted subject to space being available and to the Publisher's approval of the copy. The Publisher reserves the right to refuse, amend or otherwise deal with any advertisement at his absolute discretion or to require any artwork or other material to be amended.

The Publisher shall not be liable for any loss or damage, consequential or otherwise, occasioned by late publication or the failure of an advertisement to appear from any cause whatsoever.

The Advertiser will fully indemnify the Publisher for costs, damages or other changes which the Publisher may incur as a result of legal action or threatened legal actions arising from the publication of an advertisement published in accordance with copy instructions supplied by the Advertiser. The Publisher will consult with the Advertiser as to the way in which such claims are to be handled.

## **5. CANCELLATION**

50% of any contract price paid will be refunded if cancellation is received in writing within 30 days of booking or at least 30 days in advance of the printing of the Steam Heritage Guide, whichever is the sooner. Thereafter, the contract price is not refundable.