



## 2017 Sussex by the Sea Pocket guide

Reach thousands of visitors .....and residents too

Don't delay – book your place today!

Half page advert £295 + VAT  
92mm x 85mm

Full Page advert £575 + VAT  
188mm x 85mm

*The 5<sup>th</sup> year with no price increase!*

*Invoices will be issued asap after your booking is received and artwork approved.*

### Why advertise in the printed 2017 Sussex by the Sea Pocket Guide?

*Make yourself a cup of coffee and digest all these great benefits!*

- **Prices are held for the fifth year running**
- Your business is promoted with a **full colour advert** in the **'official' tourism brochure** for the Arun District (Arundel, Bognor Regis, Littlehampton and South Downs) seen by thousands of visitors every year!
- **65,000 copies** of this **handy 44 page DL size Pocket Guide** are distributed via:  
**Major distribution networks:** including large hotels, motorway service stations and supermarkets throughout South East England and UK networked **Tourist and Visitor Information Centres**  
**Local Sussex by the Sea distribution points** (railway stations, foreshore stations, Council Offices, etc

*The guide can also be viewed, downloaded and ordered online. See the layout and range of information for yourself at: <http://www.sussexbythesea.com/brochure-request>*

#### Artwork:

- Your 2017 advert can be **created by our in house designer** to the design template ( to include one free proof– further proofs may incur a charge)
- or we are happy to take **your own artwork** to our specifications

**Each booked advert in the 2017 Print Guide has an automatic FREE ENHANCED online directory listing at [www.sussexbythesea.com](http://www.sussexbythesea.com)\* - normally £50+VAT (see page 3)**

**10% Early Bird Discount for bookings received before 05 November 2016**  
**Final Booking deadline - 30 November 2016**      **Booking Form on page 6**



## Online advertising with [www.sussexbythesea.com](http://www.sussexbythesea.com)

The official online source of tourist information for the Arun District, with well over 500,000 page views during 2015/16

The site is automatically linked to [www.lovesussex.com](http://www.lovesussex.com) (all Sussex destinations) and we also work very closely with [www.visitsoutheastengland.com](http://www.visitsoutheastengland.com), [www.tourismsoutheast.com](http://www.tourismsoutheast.com), [www.visitengland.com](http://www.visitengland.com) and [www.visitbritain.com](http://www.visitbritain.com)

## Sussex by the Sea.com 'banner' advertising from £116 +VAT for 12 months

### Home page – lower section

<b>Option 1</b>	<b>£144 +VAT</b>
Box - 242 wide x 300 pixels deep	
<b>Option 2</b>	<b>£273 +VAT</b>
Box - 486 x 300 pixels deep	
<b>Option 3</b>	<b>£388 +VAT</b>
Box - 730 x 300 pixels deep	
<b>Option 4</b>	<b>£489 +VAT</b>
Full horizontal banner - 976 x 300 pixels deep	

### Other Pages - right hand side

<b>Option 5</b>	<b>Top £129; Mid £122; Bottom £116 +VAT</b>
Box - 185 x 300 pixels deep	<i>subject to other adverts being booked on the same page</i>
<b>Option 6</b>	<b>Top £238; Bottom; £226 +VAT</b>
Box - 185 x 600 pixels deep	<i>subject to other adverts being booked on the same page</i>
<b>Option 7</b>	<b>£330 +VAT</b>
Full vertical Banner -185 x 900 pixels	

**Adverts on two or more pages** 10% discount on each advert

### Artwork created by ADC

£50 + VAT Includes 1 proof & final artwork  
Further proofs charged at £10 per hour  
No charge if you provide your own artwork

- Choose your location on the website: Home Page; Things to Do; Where to Stay etc
- Full colour banner adverts
- All artwork published includes a live link direct to your own website
- The 5<sup>th</sup> year with no price increase!
- Book before 30 November 2016 for a 10% discount
- Booking Form on page 6

## Why promote your tourism business with Sussex by the Sea online?

- **FREE online searchable directory listing for 2017** available for all Arun District tourism businesses\*, to automatically include :
  1. A **searchable listing** by relevant category: e.g. *Where to Stay; Things to Do (attraction); Shopping; What's On; etc.* \*Accommodation Providers must hold a current Quality Assurance rating
  2. Business name & telephone number
  3. email address
  4. Max 75 word description
  5. Standard listing facilities only for Visitors' Information purposes: e.g. Road & Public Transport Directions; Google Map link; Seasonal opening; Groups welcome etc
  6. Opportunity to be added to the visitor's personal itinerary
  7. The opportunity for sharing updates via **Sussex by the Sea Social Media**; 1:1 Tourism business advice; Regular email news; Welcome Host Customer Service Skills Training and more
  8. Each accommodation business with a current Quality Assurance Award will have a FREE line entry in the 2017 Print Guide Accommodation Directory to help our visitors.
  
- **ENHANCED directory listing\***: still only £50 +VAT per year  
**Or free with a 2017 Pocket Guide print advert!**  
 To include all the above searchable listing details **PLUS**:
  1. Up to 2 images in total
  2. Live link to your own website
  3. Maximum 200 word description
  4. All facilities; e.g. Leisure facilities, Setting (e.g. town centre), Pets welcome etc; Opening Times
  5. Admission Prices if applicable
  6. Links to up to 4 Social Media pages e.g. Facebook, Twitter, Tripadvisor or Pinterest; Instagram etc
  7. Any You Tube / Vimeo video links

**Questions?** email [margaret.murphy@arun.gov.uk](mailto:margaret.murphy@arun.gov.uk)  
 Telephone 01903 737859 for help and advice

## See the list below for even MORE benefits to being part of the Sussex by the Sea community

- **Local Visitor Information Points** -The guide is the official promotional print media used to promote Arundel, Bognor Regis & Littlehampton via our local Information Points and throughout the UK Tourist Information Centre network
- **Colour Copies of 2017 accommodation adverts** - Online, on social media and on display in some local Visitor Information Points (subject to space availability)
- **Promotional Campaigns** -with regional and national partners such as: Visit England, Tourism South East and Love Sussex Destination Partners and West Sussex Weekends
- **Sussex by the Sea Promotional advertising** - in selected Travel Industry and Lifestyle publications,(print & online) e.g. Coach Monthly, UK Holiday Finder, Exclusively British Magazine
- **Event organisers** - follow [our 6 point action plan](#) for FREE promotion of your Arun District events
- **Free Online Tourism Business Centre** - find out how Sussex by the Sea can [help your tourism business](#)
- **Social media** –search and follow us on Facebook, Twitter and Instagram and share your stories and pictures with Sussex by the Sea, click on the links below to see for yourself

[facebook.com/sussexbythesea](https://www.facebook.com/sussexbythesea) (around 1100 page likes)

[twitter.com/sussexbythesea1](https://twitter.com/sussexbythesea1) (nearly 6000 followers) and growing daily!

[Instagram/sussexbytheseaarun](https://www.instagram.com/sussexbytheseaarun) (great for sharing pictures)

### Don't 'do' Social Media?

Find out how we can help you discover how **essential, easy and FREE** this media can be for YOUR tourism business! Email: [sussexbythesea@arun.gov.uk](mailto:sussexbythesea@arun.gov.uk) to arrange some helpful tuition tailored to you and your business



### Don't forget to use the world - wide web to best advantage for your business

Add a link to <http://www.sussexbythesea.com/whats-on> to **your website**, to showcase the wide range of great local events to encourage **your guests and customers** to return to Sussex by the Sea again and again

## Sussex by the Sea – Advertisement Agreement Terms and Conditions 2017

Please read the following carefully. By entering into this Agreement you are accepting the following terms and conditions:

1. **All accommodation** wishing to advertise with Sussex by the Sea must hold a **current “Quality Assured” Rating** with either: VisitEngland, the AA, or hold an accreditation through the Sussex by the Sea local scheme, **for the entire duration of the promotion**. Properties that are self-assessed as part of a national chain can also be accepted for advertising *at The Council’s discretion*. Acceptance of your advert will be dependent on verification of your quality assurance status or receipt of application to the assessing body of your choice.
2. **Applications to advertise will only be accepted on receipt of this signed and dated Agreement, see page 1.**
3. The positioning of adverts, promotions and related links within the website or publication is at the discretion of the Council. Website advertisements are created using prescribed categories and data templates and are fully searchable by type, postcode, area, facilities, and where applicable (events) by date.
4. Website adverts will be initially created with the data supplied by the advertiser and will be subsequently updated, as and when requested, with any further data supplied. **It is the advertiser’s responsibility to advise the Council of any data changes**. The data supplied will be used for the purpose of creating and updating the advertisement to which this Agreement relates.
5. The advertiser will supply all copy and images necessary to make up the advertisement. All images supplied must be of suitable quality and be owned by the advertisers, with full ownership and publishing permissions for online, print and social media (where applicable)
6. The Council reserves the right to: -
  - a) refuse to accept or to cancel any advertisement without assigning a reason.
  - b) have any premises inspected by their accredited representatives should they desire.
  - c) remove the advert from the website / system at the end of the contract, if a national quality rating lapses, or if the advert is deemed inappropriate for whatever reason.
  - d) amend advertorial and website listing copy before publishing.
7. An advertisement is accepted on the express understanding that the advertiser certifies that his/her advertisement does not contravene any of the provisions of the Consumer Protection from Unfair Trading Regulations 2008. Neither the Council nor its agents will accept responsibility for the validity of any statements or claims made in advertisements. The Council is not responsible for the content on advertisers’ websites.
8. The Council reserves the right not to publish any advertisement or to remove an advertisement from the website if the advertiser is in breach of these terms and conditions or in the event that any publication or the website is oversubscribed or there is insufficient demand for advertisement space. A refund will be payable by the Council except where a breach of these terms and conditions has taken place.
9. Amendments to these terms and conditions are not acceptable and will be disregarded.
10. All advertisements and promotions must be received by the Council before the agreed deadline. Arun District Council cannot be held responsible for delays to your advert or promotion in the event that the material requested is not received on time.
11. **All advertisers agree to supply a link to: <http://www.sussexbythesea.com/whats-on> on their business website and agree to supply amendments and updated information as often as possible or upon request.**
12. The advertiser agrees to pay the fees due to the Council for the particular advertisement package selected **within 30 days of receipt of an invoice**

## Booking Form and advertising prices & check list

### 2017 Print Pocket Guide - please book me an advertising space

- Half page advert  
92 x 85 mm  
£295 +VAT
- Full page advert  
188mm x 85mm  
£ 575 +VAT
- No price increase for 5 years!*
- 10% Early Bird Discount for bookings received before 05 November 2016**
- I'd like to repeat my 2016 advert, please send me a proof for any amendments to be made
- I can supply my own artwork  Please create artwork for me and send for my approval
- As a Registered Charity I declare that I do not pay VAT Registered Charity No .....

Please tick your preferred choices above **Final Booking deadline - 30 November 2016**

### 2017 Website Promotion with [www.sussexbythesea.com](http://www.sussexbythesea.com)

#### I have checked my current FREE listing and

- I confirm no changes are necessary
- I will email any updates / amendments and /or new image to [sussexbythesea@arun.gov.uk](mailto:sussexbythesea@arun.gov.uk) for my FREE listing
- I have booked a print advert for 2017 and so am entitled to a FREE Enhanced advert.  
I will supply extra text and /or images if/when requested
- I have NOT booked a print advert but would like to book an 'Enhanced' website advert at a cost of £50 + VAT  
(January – December 2017)
- I am interested in booking a website 'Banner' advert  
Prices: from £116 + VAT depending on size and page location  
See page 2 or contact [Sussex by the Sea](http://Sussex by the Sea) for further details
- No booking deadline, but tick here for a 10% Early Bird Discount for bookings received before 30 November 2016 for promotion throughout 2017**

I have read and agree to be bound by the Advertisement Agreement terms and conditions set out on Page 5  
**Please sign below:** and return the completed form to: Sussex by the Sea, Arun District Council, Civic Centre, Maltravers Road, Littlehampton, BN17 5LF or by email to: [sussexbythesea@arun.gov.uk](mailto:sussexbythesea@arun.gov.uk)

Print name:	Signature:
Business name:	Date:
Position within Company/Organisation:	
Daytime telephone number:	Email: