

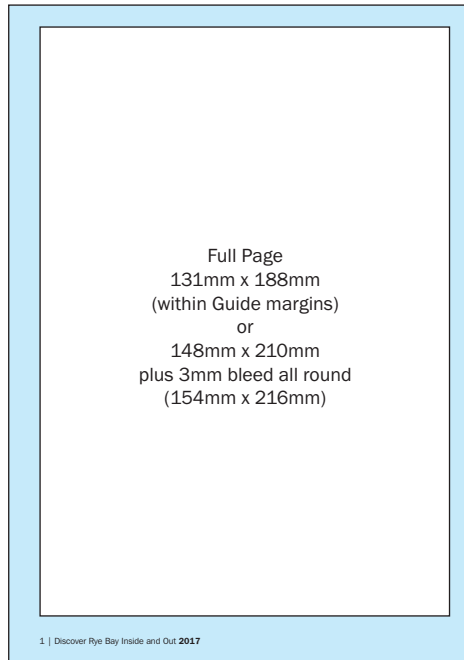
Information for Advertisers and Agencies

If supplying changes or new details for an advert, please note:

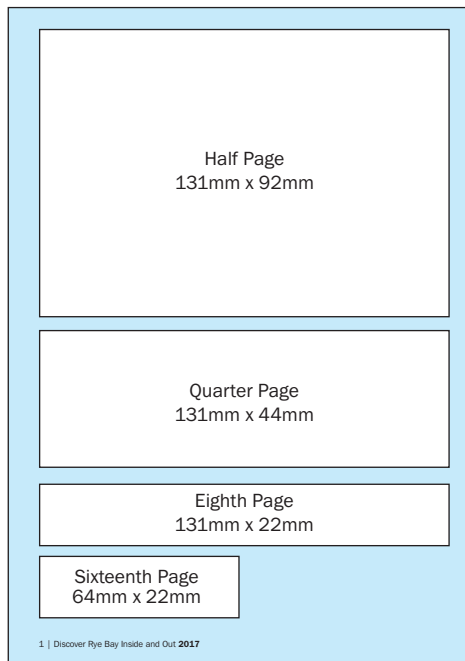
Pictures: We can accept Press-Ready PDF, EPS or 300dpi JPEG files for photos and logos. We can also scan original photos (please send with your completed form). Please don't send website images as these are generally not good enough quality for print. Please send any images to advertising@visitryebay.com.

Wording: Please email wording to advertising@visitryebay.com or attach to this form. Please take into consideration the word count mentioned on previous page.

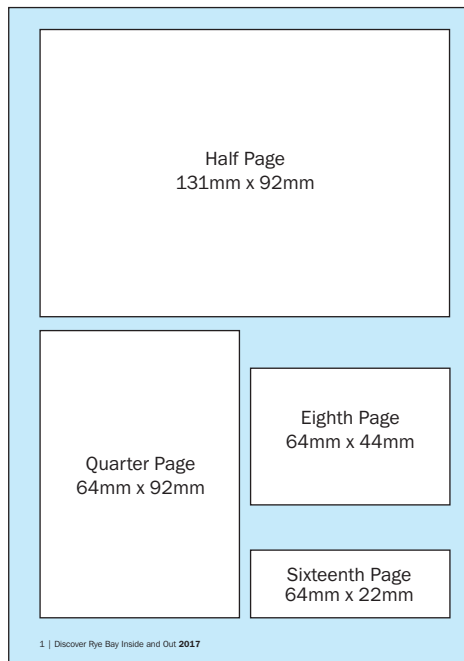
Layout for Display Section Advertising



Layout for Accommodation Section Advertising



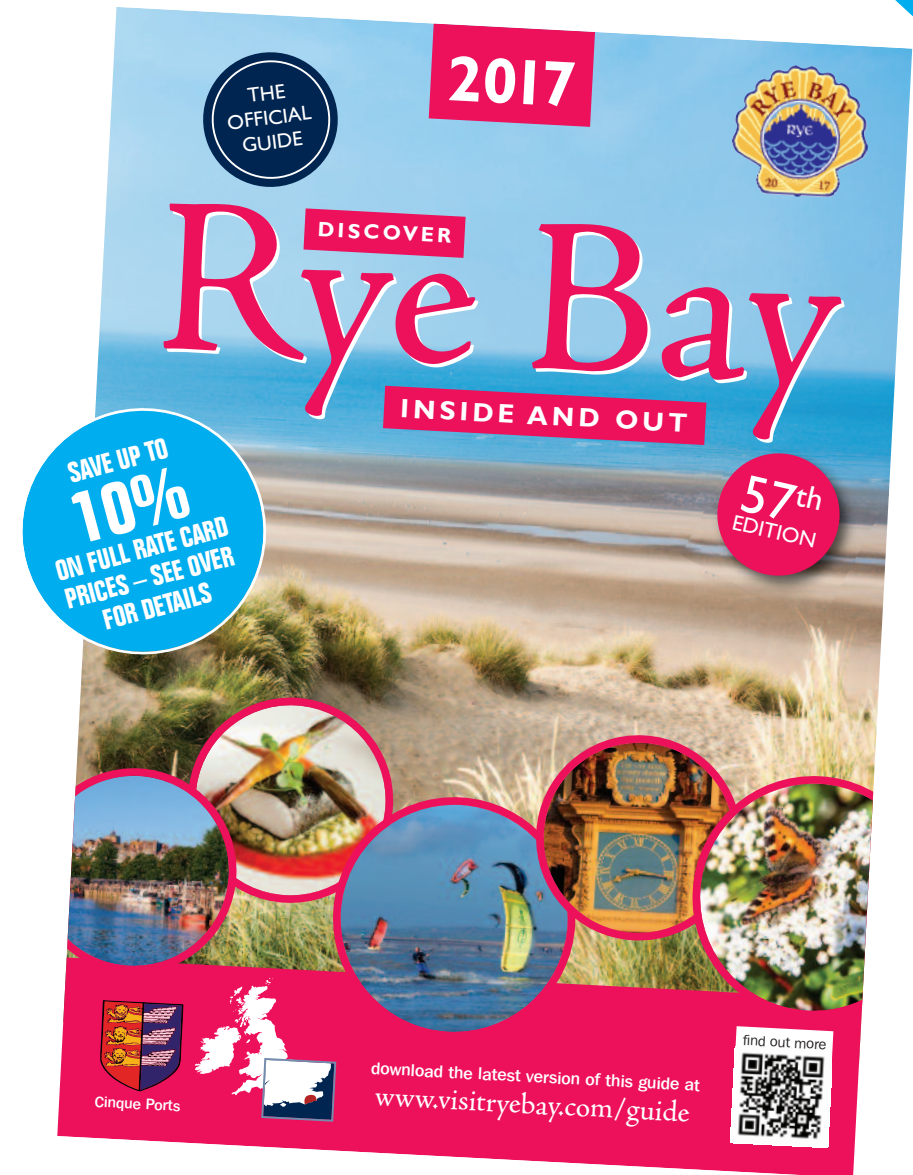
Layout for Display Section Advertising



Advertise in The Official Visitor's Guide to Rye Bay 2017

(All advertisers receive a full listing, including links to websites and mail addresses, on the www.visitryebay.com website plus other marketing opportunities)

INCLUDES ENTRY TO
www.visitryebay.com
WHICH RECEIVES ON AVERAGE
OVER 1000 HITS PER DAY



A **5% discount** will be awarded for all current Rye & District Chamber of Commerce or Hotels & Caterers Association members **PLUS** an Early Bird Discount of a further **5%** can be earned: adverts must be booked and paid for in FULL by October 28, 2016 to qualify.

For any advertising queries please contact us at: advertising@visitryebay.com

Hi Everybody,

We hope that you are all keeping well and that business is buoyant, despite the challenging economic climate.

It's that time of the year again when we get to grips with producing, what is this year, the 2017 Discover Rye Bay printed Guide. This will be the 6th Rye Bay Guide that Rye Bay Marketing Limited will have produced on behalf of the businesses in the area.

Below are just some of the compelling reasons for supporting the publication.

1. 130,000 print run.
2. Every advert includes full entry on the visitryebay.com website which attracts approx 1000 hits per day and is fully responsive which allows it to work on mobile devices. This year, for the first time, you will be able to edit your entry on the website to include alterations such as any promotions you are running.
3. We are more than happy to accept payment by instalments, see rate card for details.
4. This is the only printed Guide being produced for our very special area.
5. The Guide represents amazing value for money. As an example anybody taking a quarter page advertisement at the rack rate of £340 is purchasing entry to 382 Guides for just £1.
6. We provide an artworking service for your advert, free of charge.
7. Any profits from the Guide are reinvested into other marketing initiatives for the Rye Bay area. No public funds are received for the production of the Rye Bay Guide.
8. The Guide and website are supported by Twitter and Facebook accounts.
9. There is a huge amount of interesting and informative editorial to entice visitors not only to come to the area but also to stay.
10. We also promote the area and distribute Guides to hundreds of Group Travel organisations.
11. The Guide is also distributed at various Trade Shows where the Directors of Rye Bay Marketing Limited are also in attendance to promote the area.
12. Rye Bay Marketing continue to focus on bringing out of area footfall to the area and attracting new business to Rye Bay.

Lastly, we would like to take this opportunity to wish you all the best for the coming months and look forward to hearing from you.

And, don't forget, this publication is produced by local people for local people, the Directors of Rye Bay Marketing are always open to your feedback and suggestions to help improve not only this publication but also our collective mindshare.

Kind regards,

On behalf of the Directors of Rye Bay Marketing Limited.

Advertise in The Official Visitor's Guide to Rye Bay 2017

The full price and discounted rates are shown below. All adverts are zero-rated VAT. Please tick relevant box below. The guide is A5 in size. Print run approximately 130,000.

	FULL RATE	Early Bird OR HOTCAT/Chamber Member Discount (5%)	Early Bird AND HOTCAT/Chamber Member Discount (10%)
<input type="checkbox"/> Full Page	£1250.00	£1187.00	£1125.00
Approximately 160 words of description, contact details logo and up to 4 pictures.			
<input type="checkbox"/> Half Page	£670.00	£635.00	£603.00
Approximately 100 words of description, contact details, logo and up to 2 pictures.			
<input type="checkbox"/> Quarter Page	£340.00	£323.00	£305.00
Approximately 100 words of description plus contact details and 1 picture.			
<input type="checkbox"/> Eighth Page	£180.00	£170.00	£162.00
Approximately 35 words of description plus contact details and 1 picture.			
<input type="checkbox"/> Sixteenth Page	£100.00	£95.00	£90.00
Approximately 25 words of description or 1 picture plus contact details.			
<input type="checkbox"/> Antiques Trail	£50.00	n/a	n/a
Line listing of contact details and two lines of description plus membership window sticker.			

The advertising rates listed above do not apply to the inside front cover or back cover, please contact advertising@visitryebay.com for rates for these premium positions.

I would like to place an advert in Discover Rye Bay Inside and Out 2017

Establishment Name: _____ Contact: _____

Phone: _____ e-mail: _____

Total Cost: £ _____ Please make cheques payable to Rye Bay Marketing Ltd.

I would like to pay by BACS: **Rye Bay Marketing Ltd** (National Westminster Bank Rye)
Account Number: **16078829**. Sort Code: **60-18-09**

I would like to pay in two instalments: 50% by 1st November 2016 and the balance by 31st January 2017. (No discounts apply with this option).

Signed: _____ Date: _____

Please send completed form clearly marked to:
Rye Bay Marketing Ltd, c/o GMP Accountants, Landgate Chambers, Rye,
East Sussex, TN31 7LJ or email to advertising@visitryebay.com

**NO ADVERTS WILL BE PUBLISHED WITHOUT PAYMENT IN FULL.
EARLY BIRD DISCOUNTED RATES MUST BE PAID BY 28TH OCTOBER 2016
THEREAFTER FULL RATE WILL BE CHARGED.**