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 email any images to advertising@visitryebay.com.

Wording: Please email wording to advertising@visitryebay.com or attach to this form.

Advertise in The Official Visitor’s Guide to Rye Bay 2018

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

DON’T FORGET TO QUALIFY FOR THE EARLY BIRD DISCOUNT

ALL ADVERTS MUST BE BOOKED AND PAID FOR IN FULL BY OCTOBER 27, 2017.

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 2018 Discover Rye Bay printed Guide. This will be the 7th Rye Bay Guide that Rye Bay Marketing Ltd 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, just under 1 million Guides produced by Rye Bay Marketing to date.
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 have not increased our advertising rate this year keeping at 2017 prices, and added two more terrific value for money options.
4. We are more than happy to accept payment by instalments, for example by Direct Debit.
5. This is the only printed Guide being produced for our very special area.
6. 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.
7. We provide an artworking service for your advert, free of charge.
8. All 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.
9. The Guide and website are supported by Twitter and Facebook accounts.
10. The Guide is packed with interesting and informative editorial to entice visitors not only to come to the area but also to stay.
11. We also promote the area and distribute Guides to many Group Travel organisations.
12. The Guide is also distributed at various Trade Shows where Rye Bay Marketing are also in attendance to promote your interests.
13. Rye Bay Marketing continue to focus on bringing out of area footfall 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 everyone at Rye Bay Marketing Limited.

Advertise in The Official Visitor’s Guide to Rye Bay 2018

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.

<table>
<thead>
<tr>
<th>EDITORIAL SECTION ADVERTS</th>
<th>FULL RATE</th>
<th>EARLY BIRD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£1250.00</td>
<td>£1125.00</td>
</tr>
<tr>
<td>Half Page</td>
<td>£670.00</td>
<td>£603.00</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>£340.00</td>
<td>£305.00</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>£180.00</td>
<td>£162.00</td>
</tr>
<tr>
<td>Sixteenth Page</td>
<td>£100.00</td>
<td>£90.00</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>ACCOMMODATION SECTION ADVERTS</th>
<th>FULL RATE</th>
<th>EARLY BIRD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£1250.00</td>
<td>£1125.00</td>
</tr>
<tr>
<td>Half Page</td>
<td>£670.00</td>
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</tr>
<tr>
<td>Quarter Page</td>
<td>£340.00</td>
<td>£305.00</td>
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<tr>
<td>Sixth Page</td>
<td>£200.00</td>
<td>£180.00</td>
</tr>
<tr>
<td>Twelfth Page</td>
<td>£120.00</td>
<td>£108.00</td>
</tr>
</tbody>
</table>

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 2018

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: 16102959. Sort Code: 60-18-09

☐ I would like to pay in instalments. Please send details.

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 27TH OCTOBER 2017 THEREAFTER FULL RATE WILL BE CHARGED.