

Advertisement Booking Form and Contract

Sussex by the Sea Holiday Brochure and Website 2011

FAQs

Design: The details you supply on this form will be used by our designers to create an advertisement to a standard template, designed to co-ordinate with the overall brochure design.

If you prefer, you may supply your own artwork. The Council and its agents reserve the right to request changes to artwork if necessary.

Website entries on www.sussexbythesea.com will be created / amended with data supplied with this form, by January 2011. You may be asked to supply further data for this facility.

Brochure advert proofs: will be supplied by e-mail for your approval unless otherwise requested.

Advert specifications: Please refer to the Advert Specifications sheet supplied for the number of words, images and facility symbols available for each size of advert.

Amendments: Initial amendments are included in the 2011 Advertisement Rates. Any further changes made at your request, will initiate extra costs of £35 per proof amended.

Images: Please refer to the Advert Specifications sheet supplied for the number of images. If you are providing more than one image (for larger adverts) – please indicate which you would prefer to be the main image on your advert.

Images should be supplied as either a high quality photographic print (no larger than A5 - 105 mm x 148.5 mm) or as electronic images (saved as a jpeg file at 300dpi) via e.mail to : **margaret.murphy@arun.gov.uk**
Images will be reproduced for you at no extra cost.

Please return your completed form in the prepaid envelope supplied by **Wednesday 14 July 2010** for your chance to **win £150 off** the cost of advertising.

Booking Form

Details to be shown on your advert PLEASE PRINT CLEARLY and tick all relevant box(s)

Establishment or Company Name: _____

Address: _____

_____ Post Code _____

Telephone _____ Fax _____

Mobile: _____ Email : _____

website: _____ Contact's Name: _____

The information below will also be shown on the Quick Reference Accommodation Directory

Accommodation Providers price information to be valid until December 2011

Please see Item 3 in the **Terms and Conditions** (page 4) before entering these details.

Guest Accommodation / Hotels:	Per person per night (Min):	<input type="text" value="£"/>
	Per person per night (Max):	<input type="text" value="£"/>
Self Catering/ Caravan/ Campsites:	Per unit/pitch per week (Min):	<input type="text" value="£"/>
	Per unit/pitch per week (Max):	<input type="text" value="£"/>

Other essential information to be shown on your advert (e.g. short breaks available / family friendly etc.) Subject to space availability _____

Serviced Accommodation

Number of rooms:

Double Twin Single Family Triple

Total number of bed spaces: _____





Self Catering Accommodation/Caravan/Camp sites
















Unit type (e.g. cottage, town house, camp site) _____
















Capacity per unit: Min Max

Total number of Units: _____

Facilities that apply to your establishment - Please check how many symbols can be included on your chosen size of advert before ticking relevant boxes.

-  open Christmas
-  open New Year
-  short break packages available
-  mid week break available

-  credit cards accepted
-  children welcome
-  some facilities for the disabled
-  ground floor bedrooms
-  TVs in bedroom/unit
-  tea/coffee making facilities
-  evening meals
-  special diets catered for
-  licensed
-  totally non smoking
-  parking available
-  pets accepted
-  four poster bed
-  Wifi access
-  laundry facilities

-  microwave
-  public pay phone
-  children's play area
-  outdoor leisure/sports facilities
-  swimming pool
-  shop on site
-  cafe or restaurant on site
-  toilet
-  chemical waste disposal
-  gas sales
-  electric hook up
-  touring caravans
-  tent pitches
-  motor vans
-  static caravans for hire

National Quality Assessment

Accommodation - Please see **Item 1** of the **Terms and Conditions** (page 4) and include evidence of your current assessment rating or a copy of your application form, as applicable.

Attractions Please tick if you participate in the **Visit Britain (VB) 'Visitor Attraction Quality Assurance Service' (VAQAS)** and, if applicable, include the relevant logo in any supplied artwork.

Date of last Assessment visit or (for new businesses) Application _____ Annual Renewal / Joining Fee paid on _____

AA / VB (delete as applicable) Star rating _____ Designator (Hotel / B&B etc) _____

Quality Award(s) if applicable (e.g. VB Gold / Silver Award, AA Yellow Stars / Breakfast Award) _____

Your star rating will be checked on receipt of your application and on a regular basis to ensure that your grading status remains valid for the life of the 2011 brochure.

Failure to renew your participation fee with the AA or Visit Britain will result in your establishment "lapsing" from the schemes, which could mean that you are in breach of Trading Standards regulations and result in the removal of your establishment from Sussex by the Sea promotions. If you are unsure of your current assessment, or need further information, please contact Visit Britain 0845 300 6996 or AA Hotel Services 01256 844455.

Terms and Conditions

Please read the following carefully. By signing the Contract overleaf you agree to the following conditions

1. All serviced, self-catering and caravan / camping premises wishing to advertise in the 2011 holiday brochure or website must be Quality Assessed with either Visit Britain (VB) or the AA, **for the life of the guide**. All joining / renewal fees must be paid promptly to your chosen Assessment organisation, to ensure continued promotion with Sussex by the Sea. Acceptance of your advert will be dependant on verification of your Quality Assessment status.
2. Inspectors / Quality Assessors are to be admitted into establishments at any reasonable time for the purpose of satisfying the Council that minimum standards are being met.
3. **Serviced Accommodation (Guest Accommodation and Hotels) agree to participate in the 10% commission based accommodation booking system operated by the Visitor Information Centres (VICs).** There must be **no premium charged** for bookings made via the VICs or Online Bookings (if applicable). Any advertiser contravening this condition will be deemed in breach of contract, will have their business details deleted from the website and VIC referral systems and may not be accepted in future publications or promotions
4. All advertisers are requested to supply a link from their business website to **sussexbythesea.com**
5. No order to advertise in Sussex by the Sea will be accepted without this signed Contract. This order cannot be cancelled once signed by the advertiser and received by the Council and its agents.
6. The positioning of advertisements within the visitor guide and website is at the discretion of the Council and its agents. All accommodation adverts in the visitor guide are allocated in colour coded sections by areas. Those on the website are created using prescribed categories and data templates and are searchable by postcode, area, facilities, map reference and availability.
7. Website entries will be created /amended initially with data supplied with this Advertisement Booking Form by January 2011 and subsequently updated, as and when requested, with any further data supplied by providers.
8. The advertiser will supply all copy and material necessary to make up the advertisement. This will then be made up by the Council's agents based on the material supplied **to a standard template**, unless artwork is supplied.
9. Should you choose to supply your own artwork, all photographs, line drawings, or artwork must be submitted to the Council or its agents for approval. Any material considered unsuitable must be re-worked at the advertiser's own expense.
10. The Council's agents will carefully check each individual advertisement at each stage of the production process to ensure that it conforms exactly, with the information and details provided. Proofs will be supplied by email for advertiser's approval. Failure to respond by the date notified will be taken as approval.
11. 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.
12. 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 Trade Descriptions Act 1968. Neither the Council nor its agents will accept responsibility for the validity of any statements or claims made in advertisements.
13. The Council reserves the right not to publish the visitor guide or adverts on the website in the event of insufficient demand for advertisement space.
14. Amendments to this form and conditions are not acceptable and will be disregarded.

