

SKIPTON TOWN GUIDE 2017 BOOKING FORM – MEMBERS



Skipton Town Guide is Skipton Chamber of Trade and Commerce's annual publication. The feedback we receive sets it as one Skipton's most valued publications; produced as a free guide for visitors of the Town and businesses we are in the process of producing this publication again for 2017. Skipton based printers, Ellesmere Press, will be producing the guide for us; booking your advert is being handled directly with the Chamber office.

At present the guide is a 32 page 1/3 A4 size booklet printed in full colour, however, this may be increased to accommodate additional advertisers. We have confirmed a total of 40,000 copies to be printed which will be distributed independently across the Yorkshire, Lancashire region and beyond if distribution can be covered; a number of coach companies receive copies also and distribute them amongst their passengers coming to Skipton.

The Skipton Town Guide should be available from February 2017 and will again include a handy town map with comprehensive editorial coverage of Skipton's visitor attractions, things to do and places to see, a business directory and other important information. If you have any suggestions as to what other items you'd like to see included please let the Chamber Secretary know as soon as possible, contact details are provided below.

N.B. Members receive 25% discount on non-member rates (prices are not subject to VAT):

1/8 page (41.5mm wide x 48mm deep) (pre-discount £100)	=	£75.00	<input type="checkbox"/>
1/4 page (85mm wide x 48mm deep) (pre-discount £160)	=	£120.00	<input type="checkbox"/>
1/2 page (85 mm wide x 98 mm deep) (pre-discount £285)	=	£213.75	<input type="checkbox"/>
Full page (inside) (85mm wide x 198mm deep) (pre-discount £460)	=	£345.00	<input type="checkbox"/>
Back page (no bleed) (85mm wide x 198mm deep) (pre-discount £510)	=	£382.50	<input type="checkbox"/>
Please provide copy in high resolution format – Ellesmere Press can offer an in-house design service if required. Please ask for information if required.			<input type="checkbox"/>

Business Name: _____

Address: _____

Telephone: _____ E-mail: _____

Contact Name: _____ Signed _____

Date: _____

Copy deadline is **Thursday 5th January, 2017**. Please supply your own artwork and content or, if required, Ellesmere Press can offer an in-house design service, at a nominal rate, please request further information. Payment should be forwarded with booking confirmation. N.B. Once all payments have been received the guide will go into production.

If you wish to reserve advertising space please tick your required size of advertisement and fill in your business details in the spaces provided above and send to the address below or contact Wendy Lawson direct, email chamber@skiptononline.co.uk.