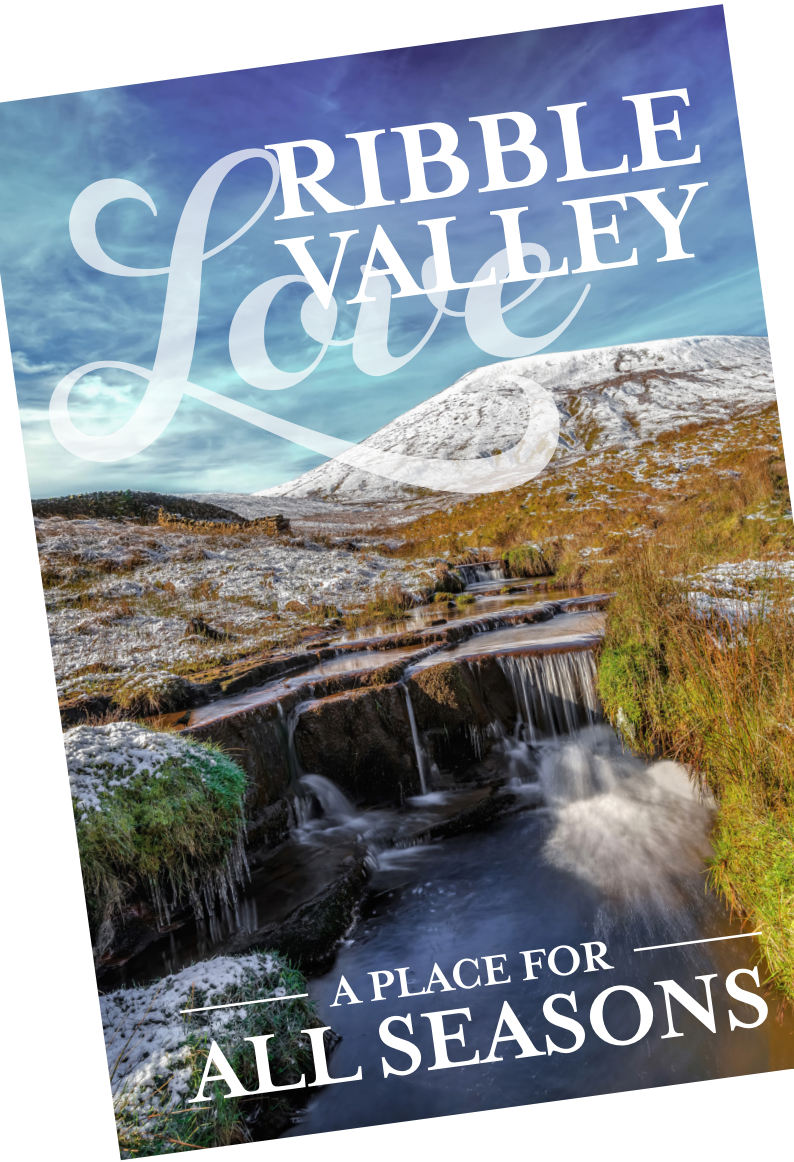
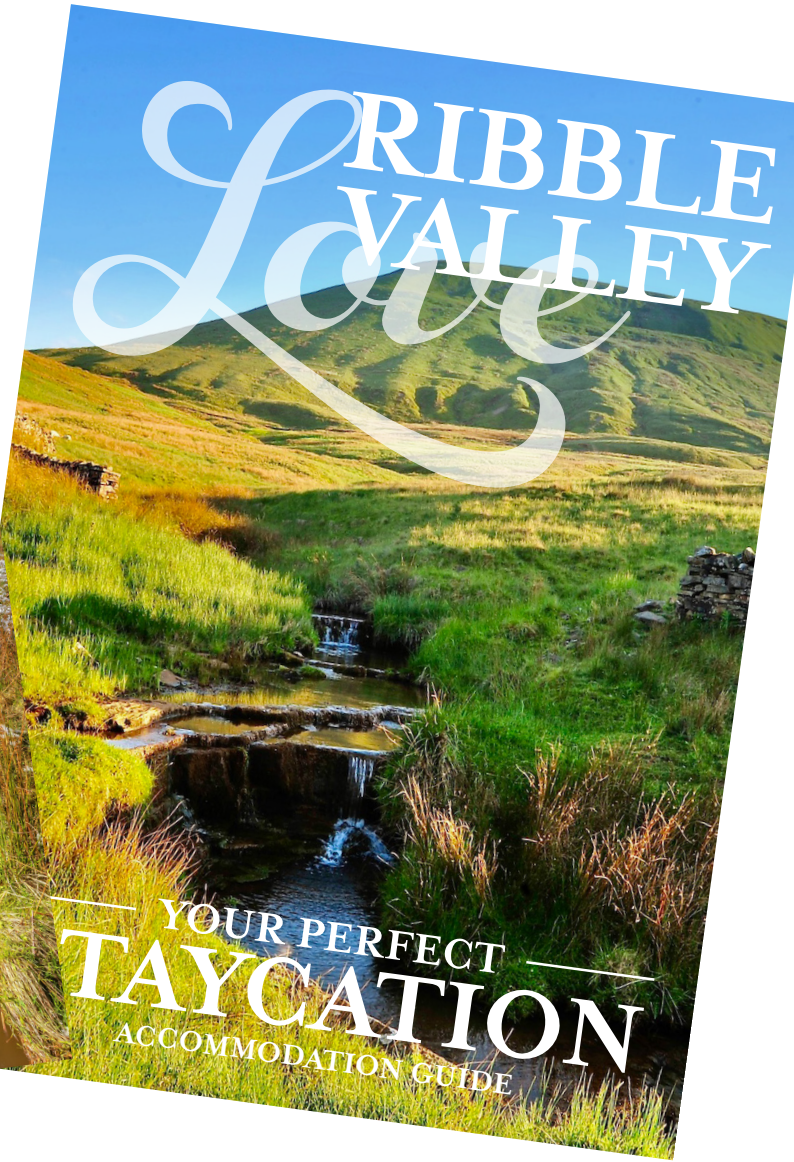


**FEATURE IN THE OFFICIAL 2024 + 2025
RIBBLE VALLEY VISITOR GUIDES**



**Ribble Valley
The Visitors Guide**



**Ribble Valley
The Accommodation Guide**



What's changing

For many years we produced an annual visitor guide, but following the pandemic we changed in the way printed information is produced. We recognise demand has changed, and now more people find information and make bookings online.

Why we are still producing information in Print

- There is still demand for printed guides, both as a promotional tool to attract people here and to provide information for visitors whilst they are here.
- We receive constant requests for printed guides via our website.
- We receive regular requests from event organisers and wedding venues for a bespoke accommodation guide.
- We need a printed guide for customers attending promotional events.
- There is strong demand from Ribble Valley accommodation to have a printed guide which introduces what is available in the locality.

What we are producing for 2024/25

- A unique visitor guide which portrays Ribble Valley in a way which does not date the publication and will therefore last 2-3 years.
- An accommodation guide which will be updated more regularly, but the costs for which are included from the outset.
- An event and what's on flyer which will be circulated widely.

Why we adopted this approach?

- To keep costs down for businesses
- To be able to facilitate growth of new businesses in the accommodation sectors
- To give customers the information they need
- The scale of distribution is no longer required
- To have print with longer shelf life
- To minimise waste

Prices and Sizes

In order to support businesses the changes above mean we are able to significantly cut our normal prices.

Main Guide

Size	2024	2022	2020
Eat out listing	£95	£95	£240
Quarter	£170	£155	£310
1/3rd	£235	£210	£425
Half	£275	£250	£510
Full	£370	£345	£695
Double Page Spread	£475	£440	£875

Accommodation Guide

Size	2024	2020 Visitor Guide
1/3rd	£95	£425

Discounts

- Members of Ribble Valley Tourism Association receive 10% off Rate Card.
- Multiple advertisements (Information available on request)

<p>Double Page Spread £475 297 x 420mm (3mm bleed + be aware of the page gutter)</p>	<p>Full £370 297 x 210mm (3mm bleed + be aware of the page gutter)</p>	<p>Quarter page £170 136.5 x 93mm</p>
<p>1/3rd £235 182 x 80mm</p>	<p>Half £275 136.5 x 194mm</p>	
<p>1/3rd Accommodation £95 182 x 80mm</p>		

Artwork

To be supplied
(pdf, jpg, tiff, eps formats at 300dpi)
Completed hi-res artwork can be sent by post with the attached advertising forms, or emailed to **graphics@burnley.gov.uk**.

Repeat advert
Repeat previous advert with no changes.

New design required
(at an additional charge of £80)
Copy to be supplied on disk or via email to **tom.pridmore@ribblevalley.gov.uk**
All images and logos to be supplied at 300dpi finished size on disk or via email to **graphics@burnley.gov.uk**

Accommodation Guide
All accommodation guide adverts will follow a standardised listing format.

If you require a new design please use this space for your advert copy and continue on a separate sheet of paper if required.

Establishment Contact Details

Please complete ALL of this form in BLOCK CAPITALS

Establishment name:

Contact name:

Address:
Postcode:

Tel:

Fax:

Email:

Website:

Proofing

One colour proof will be emailed for your approval with three days turnaround. Any changes to your original instructions at final proof stage may be charged.

Please give details

Please give details

Signature & Declaration

Please insert my entry in the Ribble Valley Guide 2024. I agree to pay for the size of advertisement that I have indicated and artwork charges as listed where appropriate, or as agreed if requiring combinations of adverts.

- I declare that the information submitted is true.
- I have read, understood and agreed to the terms and conditions.

Authorised signature

Print name

Date

Terms & Conditions

Important information, which you must read carefully before submitting your booking form. Please retain a copy for your records

1. Quality Standards/Accreditation

All establishments using a quality accreditation in their advertisement, should have been inspected by a recognised quality assurance scheme. New establishments may be accepted subject to written confirmation that an application has been made, and will be advertised as Awaiting Inspection.

2. Advertisement entries

The council reserves the right to edit copy and change accommodation advert layouts, should it be deemed necessary. Positions of advertisements cannot be guaranteed and the council reserves the right to decide positioning of any advertisement.

3. Proofs

Proofs of all entries will be submitted to advertisers for final checking as a colour proof. Any corrections to proofs must be clearly indicated, signed for and returned by the required date. Ribble Valley Borough Council can accept no liabilities for errors not so corrected. Proofs not returned will be assumed to be passed for publication.

4. Cancellations

Cancellations cannot be accepted after the booking closing date.

5. Trade descriptions

Advertisers are responsible for ensuring all information supplied complies with the Trade Descriptions Act 1968.

6. Copyright

All advertisers shall be responsible for, and shall indemnify Ribble Valley Borough Council, against all losses, damages, costs and expenses by reason or because of any liable or infringement of copyright due to copy/artwork and/or photographs supplied by the advertiser, which is, or are, used for publication in print in the guide.

7. Invoicing

Invoices for the cost of your entry and any artwork charges will be payable 14 days from day of invoice.

8. Complaints

Occasionally visitors report complaints about accommodation. Complaints are normally passed to the appropriate inspecting organisation.

9. Prices

As these guides will have a potential shelf life of more than one year, fees and prices should not be featured in advertisements.

Booking closing date Friday 24th Nov 2023.

If you have any further questions please contact:

Tom Pridmore:

01200 414 496 or tom.pridmore@ribblevalley.gov.uk

Return completed form to:

Tom Pridmore
Ribble Valley Borough Council, Church Walk,
Clitheroe, Lancashire BB7 2RA

tom.pridmore@ribblevalley.gov.uk