

Banner advertising

rate card

www.islandbreaks.co.uk



Tourism
Services



Banner advertising is one of the most popular and effective forms of advertising on the internet and are well worth considering. Further to the great success of our islandbreaks website which currently receives over 805,000 visits per annum (based on 2009 stats). Plus record number of visits to the website during July and August 2010 with highs of 118,000 visits a month. We are pleased to be able to offer you the opportunity to promote your business on www.islandbreaks.co.uk via banner ads on the homepage, 10 main pages and 38 sub pages. A banner ad will highlight your business ahead of hundreds of others and when clicked on can transport people directly to your own website.

You can use your own design display ad or we are offering:

- ◆ **FREE banner ad design, three options available;**
- ◆ **six to 11 month bookings offer a 5% DISCOUNT;**
- ◆ **12 month inclusive booking offer a 10% DISCOUNT;**
- ◆ **Convenient direct debit options.**



How to book your banner advert

- 1 Identify which page you would like your banner advert to be on from the table on page 2.
- 2 Decide how many months you would like to display your advert for.
- 3 Multiply the number of months by the monthly

cost and fill in all the boxes on the booking form on page 3.

- 4 Fax back to 01983 823543, or return to Isle of Wight Council, Tourism Services, County Hall, High Street, Newport, IOW, PO30 1UD.

Technical specification for banner adverts

- 1 Size 180 x 89 pixels.
- 2 Display advertisements can either be JPEG or GIF, Flash banner adverts are accepted.
- 3 Pictures – If you are using the free banner advert design option please supply a JPEG image (please note due to the banner advert style/layout we may not be able to fit in all of the picture supplied in the allocated space).
- 4 See banner examples below for maximum number of words per banner style.
- 5 If using the free banner advert design option, please select which style you would like to use from the examples below.
- 6 Images and text must be supplied to banners@islandbreaks.co.uk
- 7 Alterations to your banner advert are permitted once per calendar month.
- 8 Please mark clearly which website URL address you would like your banner to link to.
- 9 If you have chosen the free standard banner advert design option please supply your material at least 10 working days before the beginning of your contracted advertising period beginning first of the month. If your material is received less than 10 days before the first of the month there may be a delay in your banner going live on the website. Please ensure you supply your display banner advert at least five working days before the beginning of your contracted advertising period starting first of the month.
- 10 Please see terms and conditions for further information.

Banner advertising rates

The cost of each banner advert placed on islandbreaks.co.uk is shown in the table opposite. Main pages are highlighted in blue and include the islandbreaks.co.uk homepage and all sections with links visible on the left-hand navigation panel of the homepage. Sub-pages are highlighted in yellow and include pages with links visible on the navigation panel within each relevant section. When booking your banner advertisement please indicate where you would like your advert to appear by using the relevant page reference number and page name from the table.

Page reference number	Page on website where advert will appear	Price per advert per month	VAT	Total price per advert per month
HOME 1	islandbreaks.co.uk homepage	£150	£30	£180
ACC 101	Accommodation (main page)	£99	£19.80	£118.80
ACC 102	Latest availability	£35	£7	£42
ACC 103	Hotel accommodation	£35	£7	£42
ACC 104	Guest accommodation	£35	£7	£42
ACC 105	Self catering, cottages and holiday flats	£35	£7	£42
ACC 106	Caravans and chalets	£20	£4	£24
ACC 107	Touring caravans and camping	£20	£4	£24
ACC 108	Accessible accommodation	£20	£4	£24
PLA 101	Places to visit (main page)	£70	£14	£84
PLA 102	Family fun	£35	£7	£42
PLA 103	Close to nature	£20	£4	£24
PLA 104	It's adventure	£20	£4	£24
PLA 105	Sheer indulgence	£20	£4	£24
PLA 106	Chill out	£20	£4	£24
TRA 101	Travel information (main page)	£60	£12	£72
TRA 102	To the Island	£50	£10	£60
TRA 103	Around the Island	£30	£6	£36
ATI 101	About the Isle of Wight (main page)	£60	£12	£72
ATI 102	Explore the island	£30	£6	£36
ATI 103	Towns and villages	£30	£6	£36
ATI 104	History and heritage	£20	£4	£24
ATI 105	Areas of outstanding natural beauty	£20	£4	£24
SOA 101	Sports and outdoor activities (main page)	£35	£7	£42
SOA 102	Walking	£15	£3	£18
SOA 103	Cycling	£15	£3	£18
SOA 104	Horse riding	£15	£3	£18
SOA 105	Fishing	£15	£3	£18
SOA 106	Sailing	£10	£2	£12
SOA 107	Watersports	£10	£2	£12
SOA 108	Golf courses	£10	£2	£12
SOA 109	Birdwatching	£10	£2	£12
EAT 101	Eating out (main page)	£35	£7	£42
EAT 102	Local produce	£10	£2	£12
MGB 101	Maps and guide books (main page)	£35	£7	£42
FES 101	Festivals and events (main page)	£35	£7	£42
*FES 102	Island games 2011	£99	£19.80	£118.80
*FES 103	Olympic games 2012	£99	£19.80	£118.80
SHO 101	Shopping (main page)	£30	£6	£36
OBS 101	Other business and tourism services	£10	£2	£12

* Please note tourism services will be working closely with the NatWest Island Games Association and Olympic Association encouraging visitors to islandbreaks and to book online.

Examples of free standard banner advert design options.

If you would like to take advantage of the free standard banner advert design offer, please tick the appropriate box on the booking form on page 3.

Option A



Green area: Maximum eight word description provided by establishment.
Dark blue area: Maximum six words.

Option B



Green area: Maximum eight words.
Dark blue area: Maximum six words.

Option C



Dark blue area: Maximum six words.

Banner advertisement booking form

Using the banner advertising rates table on page 2 please complete all sections of the booking form. If you would like your advert to appear on more than six pages please contact us.

If you are booking for six months or more please contact us regarding your discount on 01983 823113 before returning your booking form.

Part 1 - advert position and costs

Page reference number	Name of page where you would like your advert to appear	Preferred start date	Number of months required	Price per month inc VAT	Total price inc VAT
Total including VAT					

Part 2 - advertisement format

Please indicate your preference by placing a tick in the appropriate box:

I will supply my own display advertisement in the required format

(see technical specifications on page 1 for required format)

I would like to take advantage of the free standard banner advert design option (see page 2 for style option details)

A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>
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Part 3 - website link

Please enter the destination website URL address you would like your banner advert to link to (for example www.mywebsite.co.uk)

Part 4 - payment

Please indicate your preference by placing a tick in the appropriate box:

Direct debit Invoice I enclose a cheque payable to Isle of Wight Council

Establishment name <input style="width: 90%;" type="text"/>	Total amount to pay <input style="width: 90%;" type="text"/>	
Trading name (If applicable) <input style="width: 100%;" type="text"/>		
Print name <input style="width: 25%;" type="text"/>	Signature <input style="width: 40%;" type="text"/>	Date <input style="width: 30%;" type="text"/>

The easy way to pay

Instruction to your bank or building society to pay by direct debit. Please fill in this form and return to: Isle of Wight Council, Tourism Services, County Hall, High Street, Newport, Isle of Wight PO30 1UD

Name and full postal address of your bank or building society

To the manager <input style="width: 95%;" type="text"/>	Bank/building society <input style="width: 95%;" type="text"/>
Address <input style="width: 100%;" type="text"/>	
Postcode <input style="width: 95%;" type="text"/>	

Name(s) of account holders

Bank/Building society account number

<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>
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Branch sort code

<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>
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Originators identification number

7	2	6	5	7	8
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Reference number

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Instruction to your bank or building society. Please pay Isle of Wight Council Tourism Services direct debits from the account detailed in this instruction subject to the safeguards assured by the direct debit guarantee. I understand that this instruction may remain with the Isle of Wight Council Tourism Services and, if so, details will be passed electronically to my bank/building society. Direct debit to be paid on the 20th of each month.

Signature(s) <input style="width: 95%;" type="text"/>
Date <input style="width: 95%;" type="text"/>

Payment options*: 5 months 4 months 3 months 2 months 1 month

*These payment options are subject to the booking-in date.

Banks and building societies may not accept direct debit instructions for some type of accounts.

Discount offer

A **5%** discount will apply to any advert(s) taken out for a period of **6 to 11 months inclusive.**

A **10%** discount will apply to any advert(s) taken out for a period of **12 months inclusive.**

For more information about this offer or anything else contained in this rate card please use the relevant contact.

Contact details

Free standard banner advert design

Tel. 01983 823113

email: banners@islandbreaks.co.uk

To register your business with tourism services

Jill Harlow: 01983 823099 ext: 5273

email: jill@islandbreaks.co.uk



The direct debit guarantee

This guarantee is offered by all banks and building societies that take part in the direct debit scheme. The efficiency and security of the scheme is monitored and protected by your own bank or building society. If the amounts to be paid or the payment dates change the Isle of Wight Council will notify you ten working days in advance of your account being debited or as otherwise agreed.

If an error is made by the Isle of Wight Council or your bank or building society you are guaranteed a full and immediate refund from your branch for the amount paid. You can cancel a direct debit at any time by writing to your bank or building society. Please also send a copy of your letter to us.

Terms and conditions

1 GENERAL

- 1.1 These terms and conditions are supplementary to the Isle of Wight Council tourism services standard terms and conditions (available on request).
- 1.2 These terms and conditions regulate the rights and responsibilities of Isle of Wight Council tourism services and the advertiser in relation to the design and incorporation of the advertising banner and, if applicable, the hosting of a link to the advertisers website on the islandbreaks.co.uk website.
- 1.3 Isle of Wight Council tourism services reserves the right at any time to edit or alter the design, presentation, content and functionality of the website and advertiser pages/banners as necessary and without notice.

2 REGISTRATION AND GRADING REQUIREMENTS

- 2.1 When booking a banner advertisement the business must be registered with Isle of Wight Council tourism services. Accommodation providers who wish to purchase a web page must be graded by QIT or AA. Details for any grading to be published will be taken from a list provided by the respective national grading organisation.
- 2.2 Should the QIT or the AA advise Isle of Wight Council tourism services that a specific grading has altered in any way, then tourism services will act upon this instruction and adjust the entry accordingly wherever possible. If a provider is removed from registration you will not automatically be refunded please see the payment and refunds section on terms and conditions.

3 BOOKING BANNER ADVERTISEMENT SPACE

- 3.1 Banner advertisements will be allocated on a strictly first come, first served basis.
- 3.2 Bookings will only be considered by Isle of Wight Council tourism services once an official banner advertisement booking form has been completed and signed by the registered owner or authorised signatory of the business being advertised.
- 3.3 Banner advertising will commence at midnight on the first day of the calendar month and end at midnight on the last day of the month of the period requested. This period is known as the banner advertisement 'service period'.
- 3.4 If you would like Isle of Wight Council tourism services to design your banner advertisement, all requested material must be received by tourism services at least ten working days before the commencement of your banner advertisement service period. If you are supplying your own banner advertisement it must be received by tourism services in the correct format at least five working days before the commencement of your banner advertisement service period.
- 3.5 In the event that the deadlines are met by you but the banner advertisement does not appear on website on the first day of the following calendar month, you will be refunded on a pro rata basis for any days on which your advertisement should have been displayed.
- 3.6 In accordance with Isle of Wight Council tourism services general terms and conditions, all banner advertisers must be registered with tourism services before banner advertisements are placed on the website.
- 3.7 If no banner advertisement spaces are available on your chosen webpage as indicated on your booking form you will be informed of the next available date that an advertising banner may be placed. You will also be offered alternative advertising space on another page on the islandbreaks.co.uk website and advised of any difference in the banner advertising charge.
- 3.8 Ultimately, Isle of Wight Council tourism services has sole discretion to refuse applications for banner advertising on any grounds.

4 PAYMENT

- 4.1 The cost of purchasing banner advertising on the website will be known as the 'banner advertising charge'.
- 4.2 Payment of the banner advertising charge shall be made by you to us either by direct debit, cheque, or by 28 day invoice.
- 4.3 Advertisers may purchase banner advertisements for a minimum service period of one calendar month or multiples thereof up to a maximum of 12 months.
- 4.4 Payment may not be made for periods of any less than the service period. If you require the provision of banner advertising for any part of the service period, payment of the banner advertising charge must be made in full (e.g. If banner advertising is required for six weeks, the banner advertising charge will be based on a two month service period).
- 4.5 Banner advertising shall be provided for the service period indicated by you on the original booking form. If you wish to request the banner advertising to continue for a further service period, you must inform us in writing at least five working days before the expiry of the current service period. PLEASE NOTE: It will not always be possible to continue with your advertisement on the website after the expiry date of the original service period if the banner advertisement space has been booked by another advertiser.
- 4.6 If space is available on islandbreaks.co.uk, and you confirm in writing that you would like to continue with your advertisement on the website, you will be deemed to have commenced a new service period. In this way, it is not possible to 'extend' service periods.

- 4.7 Discounts will be available for service periods of six to 12 months if booked in advance by indicating as such on the original booking form (discount rates: six months to 11 months inclusive = 5% discount, 12 months inclusive = 10% discount).
- 4.8 Full liability for the cost of the banner advertising resides with the signatory on the booking form. At no time can the liability for the advertising be passed to a third party. It is not the responsibility of Isle of Wight Council tourism services to recover the cost from a third party.
- 4.9 If the banner advertisement charge is not paid the advertising contract and the provision of the banner advertising services shall automatically terminate and your banner advertisement will be removed from the website.

5 REFUNDS/CANCELLATIONS

- 5.1 Upon receipt of a signed booking form you are committed to the service period indicated.
- 5.2 It is the responsibility of the signatory on the original booking form to advise Isle of Wight Council tourism services in writing should the banner advertising service no longer be required.
- 5.3 All refunds will be subject to a £20 administration fee.
- 5.4 Upon receipt of your written notification to cancel the banner advertising service, refunds will be calculated on a pro rata basis for any full calendar months remaining of the service period.
- 5.5 Refunds made on the months remaining of a discounted service period will be calculated based on the current, full, non-discounted rate being applied to the months of that service period that have already passed.

6 ADVERTISEMENT DESIGN

- 6.1 Banner advertisements may be supplied by you if they are supplied in the appropriate format as detailed on the booking form. Alternatively, at your request, Isle of Wight Council tourism services will design a standard format banner advertisement for you (Please see inside booking form for standard format design options).
- 6.2 If you require Isle of Wight Council tourism services to design your standard format banner advertisement you will supply the design information upon request within the deadlines set out in clause 3.4. Once tourism services has prepared the banner advertisement a copy will be sent to you and you will be given the opportunity to make comments on the design. Any changes made to the design will be made at the discretion of tourism services.
- 6.3 Once the banner advertisement designed by Isle of Wight Council tourism services is uploaded onto islandbreaks.co.uk you may request a maximum of one amendment to the advertisement per month. Any changes made to the design will be made at the discretion of tourism services.
- 6.4 Isle of Wight Council tourism services shall be entitled at our discretion to edit and alter the presentation of any design information which you may submit. You will be informed of any changes made.
- 6.5 All banner advertisements supplied by you will be inspected for quality. Isle of Wight Council tourism services reserves the right to reject any material it considers to be substandard or not in accordance with the design and functionality of the website.

7 ADVERTISEMENT CONTENT

- 7.1 By signing the banner advertising booking form advertisers confirm that the destination website URL for their banner advertisement is the address of a bona fide website owned by you or your website agent/designer.
- 7.2 Isle of Wight Council tourism services reserve the right to refuse or terminate the advertising contract and remove the banner advertisement from the islandbreaks.co.uk website if, in our reasonable opinion, your conduct, the content or design of your banner advertisement or destination website has or would cause offence or has brought or would bring us or any other party into disrepute if we continued to provide the banner advertising services.
- 7.3 Isle of Wight Council Tourism Services reserves the right at any time to edit or alter the presentation of the content of banner advertising.

8 MISCELLANEOUS

- 8.1 In order for you to assess the effectiveness of your advertising campaign, Isle of Wight Council tourism services will monitor the number of clicks made on your banner advertisement and make this information available to you on a regular basis.
- 8.2 You acknowledge and accept that computer and telecommunications systems are not fault free and may from time to time require periods of downtime (being periods during which the islandbreaks.co.uk website is not available to consumers) for the purposes of repair, maintenance and upgrading. Accordingly, we do not guarantee uninterrupted availability of the islandbreaks.co.uk website. You accept that you shall have no claim for breach of contract or otherwise in respect of any such period of unavailability.

FAILURE TO MEET THESE TERMS AND CONDITIONS WILL RESULT IN YOUR BANNER ADVERTISEMENT BEING REMOVED FROM THE ISLANDBREAKS.CO.UK WEBSITE.

Isle of Wight Council, Tourism Services, County Hall, Newport, Isle of Wight PO30 1UD
Telephone: (01983) 823113 Email: registration@islandbreaks.co.uk Website: www.islandbreaks.co.uk

The information in this leaflet is also available in Braille,
on audiotape, in large print
and in other languages.
If you would like this service please call
(01983) 823099 ext 5274