

Web page

rate card

www.islandbreaks.co.uk



Tourism
Services



Web page rate card – only £85 plus VAT

- ◆ Over 805,000 visits per annum (based on 2009 stats) plus record number of visits to the website for summer 2010 with July hitting 118,000 visits.
- ◆ On-line booking facility.
- ◆ High profile national and international marketing campaign promoting islandbreaks.co.uk.
- ◆ Website includes translations into French, Dutch and German.
- ◆ Hyperlink to your own website.
- ◆ Personal password enabling you to update your own details and accommodation availability.
- ◆ Exclusive links from national and international sites.
- ◆ Featuring lifestyle pages allowing you to target your audience.

Contact: For web page sales queries please call 01983 823113

Why advertise on www.islandbreaks.co.uk?

www.islandbreaks.co.uk is the official Isle of Wight Council tourism site for the Island and this means...

Islandbreaks is backed by an extensive national and international marketing campaign. Part of this is dedicated to on-line promotion and search engine optimisation resulting in more than 805,000 visits to the website between January to December 2009.

Islandbreaks is the only Isle of Wight website recognised at national level as providing the quality of information necessary to link to the 42 Visit Britain websites ensuring worldwide coverage. In the UK and Northern Europe it is also exclusively linked to www.enjoyengland.com and www.visitsoutheastengland.com

Islandbreaks is the main Isle of Wight Tourism website to be linked to Isle of Wight Council's www.iwight.com website which recorded over 2.2 million visits from July 2009 – June 2010 and together with islandbreaks, features top in Google searches on the Isle of Wight.

Islandbreaks is the official Isle of Wight website to provide availability searches and online booking for accommodation providers as well as an extensive dynamic searching capability for attractions, events, activities, local producers, eating out and shopping.



Islandbreaks gives you the unique ability to generate your own statistical reports on the number of views, emails and referrals for your website. Your own personal password also enables you to update or change business details and update accommodation availability online.

Islandbreaks continues to play a key role in the dynamic e-marketing of the Island with regularly updated news features on events, lifestyle pages for key target groups, monthly e-newsletters to thousands of subscribers and Dutch, French and German translations for foreign audiences.

A typical accommodation web page

Isle of Wight
 Official Site of Isle of Wight Tourism
 To book accommodation by phone,
 or for general enquiries please call:
+44 (0) 1983 813 813
 ★ Or book by Email



[UK](#) [FR](#) [DE](#) [ES](#)
[E-Newsletter Signup](#) [Request Info](#) [Email This Page](#) [Print This Page](#)

Quickfind

Home > Accommodation on the Isle of Wight

Home

Accommodation

- ★ [Special Offers](#)
- ★ [Advanced Search](#)
- ★ [Booking Service](#)
- ★ [Latest Availability](#)
- ★ [Hotel Accommodation](#)
- ★ [Guest Accommodation](#)
- ★ [Self-Catering, Cottages and Holiday Flats](#)
- ★ [Caravans & Chalets](#)
- ★ [Touring Caravans & Camping](#)
- ★ [Accessible Accommodation](#)
- ★ [Quality Assurance Scheme Explained](#)
- ★ [Assessment Awards explained](#)
- ★ [Terms And Conditions of Booking](#)

Travel Information

[Places to Visit](#)

[About the Isle of Wight](#)

[Festivals and Events](#)

[Eating out](#)

[Sports & Outdoor Activities](#)

[Shopping](#)

[Group Travel](#)

[Educational Visits](#)

[Maps, Guide Books & Souvenirs](#)

[Videos](#)

[Contact Us](#)

Business Name

★ BOOK ONLINE ★

[Return to Listings](#)



Type: Self-Catering

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Grading

[Quality Assurance Scheme explained](#)

5 Visit Britain Stars



Assessment Awards

Visit Britain Awards - **Annual Gold** 2009
 Tourism South East Award - **Tourism ExSellece Awards 2008 Self Catering Holiday of the Year Runner Up** 2008.

Accommodation Information

★ Number of Rooms/Units: **1**

Room / Unit Type	Capacity	Room / Unit Tariff*
Apartment 2, Cliff View	4	from £145.00 to £165.00 per unit per night

CONTACT Info

Business Name
 Address 1
 Address 2
 TOWN
 Isle of Wight
 PO30 1AB
 Tel: +44 01983 123456
 Fax: +44 01983 087654

[Email](#)
[Website](#)

★ [Location Map](#)

SEARCH Availability

Arrival Date:
 10 Sep 2009

Number of Nights: 1

Flexible visit date?
 None

Room/Unit 1 1 guest(s)

[View Availability](#) ★

Facilities

Accessibility

- ★ No dogs (Guide dogs accepted)

Children & Infants

- ★ Babes In Arms
- ★ Family Friendly, Children Welcome

Parking & Transport

- ★ Free parking
- ★ Off-road parking
- ★ Railway station within 5 miles
- ★ Secure cycle parking

Leisure Facilities

- ★ Eating Out Within Walking Distance

Payment Methods

- ★ Delta
- ★ Delta accepted
- ★ MasterCard
- ★ Visa

Room / Unit Features

- ★ Balcony some rooms
- ★ Dishwasher
- ★ Drying facilities
- ★ Electricity Charges Included
- ★ Freezer
- ★ Gas Charges Included
- ★ Hairdryer all rooms

Weather Info

- ★ [Isle of Wight Tourism Research Reports](#)
- ★ [Image Library](#)
- ★ [Tourism Services and Advertising Opportunities](#)
- ★ [Media Services](#)
- ★ [News](#)
- ★ [Exhibitions Programme](#)
- ★ [Useful links](#)
- ★ [Accommodation Guide alterations](#)

Your address, telephone number, go here.

Image of establishment.

Email and your hyperlink go here

Location map using multi-map link.

Up to 400 words of description

Facilities of establishment

Grading and award information (for accommodation providers only)

Room/Unit details (for accommodation providers only). Road and public transport directions

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Web page advertising rates

To book your web page please complete sections **A, B, C** and **D** then return to Isle of Wight Council Tourism Services, County Hall, High Street, Newport, Isle of Wight, PO30 1UD or fax: 01983 823543.

A One page £85.00 + VAT* £17.00 = £ 102.00 (multiple pages can be taken see discount section below) *VAT calculated at 20% as at 4 January 2011

B Tick which section(s) you would like your page to appear in:

Accommodation	<input type="checkbox"/>	Shopping	<input type="checkbox"/>
Eating out	<input type="checkbox"/>	Sports and outdoor activities	<input type="checkbox"/>
Travel information	<input type="checkbox"/>	Other tourism and business services	<input type="checkbox"/>
Places to visit	<input type="checkbox"/>		

C Indicate your method of payment (check terms and conditions payment section)

Direct debit **Invoice**

D

Business name	<input type="text"/>	Date	<input type="text"/>
Trading name (If applicable)	<input type="text"/>		
Signed	<input type="text"/>	Print name	<input type="text"/>
Contact telephone number	<input type="text"/>		

20% discount offer

If you are a business that falls into more than one category, i.e. a hotel with a restaurant (accommodation and eating out), you may want to purchase more than one web page so that your business can be represented across all appropriate sections of the website.

Each extra page that is purchased will benefit from a 20% discount i.e. £68.00 + VAT* £13.60 = £ 81.60.

Please contact us to request an extra web page rate card.

Agency Discount

If you are an agency or a business booking more than 10 web pages you can benefit from a 30% discount. For more information about this offer please call 01983 823113.

*VAT calculated at 20% as at 4 January 2011.

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	Bank/building society
Address	
Postcode	

Name(s) of account holders

Bank/Building society account number

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Branch sort code

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Originators identification number

7	2	6	5	7	8
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Reference number

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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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)
Date

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

A typical eating out web page

Isle of Wight
Official Site of Isle of Wight Tourism
To book accommodation by phone, or for general enquiries please call:
+44 (0) 1983 813 813
★ Or book by Email

Home > Eating out on the Isle of Wight

Business Name

CONTACT Info

Business Name
Address 1
Address 2
TOWN
Isle of Wight
PO30 1AB
Tel: +44 01983 123456
Fax: +44 01983 987654
[Email](#)
[Website](#)

★ [Location Map](#)

Facilities

Children & Infants

★ Highchair(s) available

Parking & Transport

★ Free parking
★ On site parking close by
★ Own car park (Fee Applies)
★ Railway station within 5 miles
★ Secure cycle parking

Catering

★ Full liquor licence
★ Private dining areas
★ Special diets catered for
★ Vegetarians catered for

Payment Methods

★ Delta
★ Diners card
★ Maestro
★ MasterCard
★ Visa

Establishment Features

Weather Info

★ [Isle of Wight Tourism Research Reports](#)

Your address, telephone number, go here.

Image of establishment.

Email and your hyperlink go here.

Location map.

Average of 400 words of description.

Road and public transport directions.

Award information.

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. REGISTRATION AND GRADING REQUIREMENTS

When booking a web entry, 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.

Should the QIT or the AA advise tourism services that a specific grading has altered in any way, then tourism services will adjust the entry accordingly wherever possible. If a provider is removed from registration they will not automatically be refunded please see the payment terms and refunds section on terms and conditions.

2. PICTURE QUALITY

All pictures submitted will be inspected for quality. Isle of Wight Council tourism services reserves the right to reject any substandard material.

3. PAYMENT FOR YOUR WEB ENTRY

- 1 Payment for a web entry can be made either by a single direct debit payment or 28 day invoice. Following notification, automated payments will be deducted from the advertisers bank account automatically every year. It is the responsibility of the signatory on the original rate card to advise Isle of Wight Council tourism services should the web page no longer be required, this must be done in writing.
- 2 Prices and VAT rates correct at time of going to print, IW Council have the right to alter accordingly.

Payment Terms

- a Payment for a web page entitles the advertiser to one year's subscription commencing on the 1 January and continuing until the 31 December.
- b The subscription and individual web page entitlement will automatically renew each year.
- c Towards the end of each year a right to cancel letter will be sent informing that should the web page no longer be required, tourism services would require notice in writing by the date given in the letter.
- d If a cancellation letter is not received the web page will automatically be invoiced for the year ahead.

Refunds

Upon receipt of a signed rate card the signatory is committed to this service for one year. It is the responsibility of the signatory on the original booking form to advise tourism services in writing if the webpage is no longer required. Should cancellation and removal of the web page be required an administration charge of £20 plus VAT will apply. A refund will then be calculated pro-rata and based on any full months remaining.

4. LIABILITY

- 1 Full liability for the cost of the entry resides with the signatory on the rate card. At no time can the liability for the entry be passed to a third party.
It is not the responsibility of the Isle of Wight Council to recover the cost from a third party.
- 2 Bookings will only be accepted from the current owners of the business being advertised or their designated/authorised signatories.
- 3 Isle of Wight Council tourism services reserves the right to place web pages in accordance with the design and functionality of the website.
- 4 By signing the web page rate card, advertisers confirm that the destination website URL for their web page advertisement is the address of a bona fide website owned by the advertiser(s) website agent designer, and that the content on individual web pages is accurate.
- 5 Isle of Wight Council tourism services reserve the right to refuse or terminate the advertising contract and remove the web page from the *islandbreaks.co.uk* website if, in our reasonable opinion, the advertisers conduct, the content 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 web page services.
- 6 Isle of Wight Council tourism services reserves the right to, at any time, edit or alter the design, presentation, content and functionality of the website and advertiser pages/banners as necessary and without notice.

For webpage sales queries please call 01983 823113



Isle of Wight Council, Tourism Services, County Hall, Newport, Isle of Wight PO30 1UD
Telephone: (01983) 823113 Email: web@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