

## 8 Grading Details

A copy of your grading certificate must be returned with this form – if you are currently awaiting inspection please send a copy of your acknowledgement letter from VisitBritain, or local inspection.

Tick appropriate VB  AA  QC Quality Cumbria  Stars (indicate number)

Date of last inspection  Silver Award  Gold Award  Awaiting Classification  Date applied for Inspection

## 9 National Accessible Scheme

If you have a National symbol, please attach evidence of inspection and tick the appropriate symbol(s) to appear on your entry.

## 10 Copy Requirements

Please use same copy as advert in 2008 Guide  Go to step 11

I am already on the DMS system  I am not on the DMS system and would like a form sent in the post

Enter your description below: Complete the section(s), or supply text on disc, relevant to your advertisement size.

				Options 1 & 2 30 words
				Options 3 40 words
				Options 4 50 words
				Options 5 65 words

## 11 To Be Completed By All Advertisers

I enclose a

Colour photo  Transparency  Digital Image on CD  Supplied by email  As per 2008 entry

## 12 Checklist

- Read through the order form and checked you have supplied all relevant information?
- Signed and dated the enclosed declaration/payment sheet?
- Enclosed a cheque made payable to 'Western Lake District Tourism Partnership'?
- Enclosed or emailed a photograph and/or digital artwork where appropriate?

If you have any queries about this form please contact Lucy Wilson who will be pleased to assist you.

**Please return this form with your remittance and photograph to:**  
**Western Lake District Tourism Partnership,**  
**Brunswick House, Harbour Business Park,**  
**Maryport, Cumbria, CA15 8BF.**  
**Tel: 01900 818741**  
**E: info@western-lakedistrict.co.uk**

Name of Establishment

# Western Lake District

HOLIDAY AND SHORT BREAKS GUIDE  
and WEBSITE 2009

Advertising Application: Accommodation

**DON'T MISS OUT**  
CLOSING DATE:  
**Friday 25th July 2008**



### Holiday Guide:

50,000 guides promoted and distributed throughout the UK as part of national multi-media advertising campaign.

### Website:

Entry on [www.western-lakedistrict.co.uk](http://www.western-lakedistrict.co.uk) featuring optional online accommodation booking and availability with no commission to pay.

Supported by an on-line and offline media campaign.

Entry available from £52.50+VAT

There is a 10% discount for advertising in the guide and on the website

**Don't miss out on this opportunity.**  
One in three holidaymakers booked a holiday in the Western Lake District after receiving the guide.

The Western Lake District Holiday and Short Breaks Guide covers all types of accommodation & places to visit throughout the Western Lake District.

# 1 ALL ADVERTISERS SHOULD COMPLETE THIS BOOKING FORM

Publishable details which will be printed in the 2009 Western Lake District Guide

**Name of property** .....

**Mr/Mrs/Miss/Ms** (initial) ..... (Surname) .....

**Address** .....

.....

.....

.....**Postcode** .....

**Telephone** .....

**Fax** .....

**Email** .....

**Website** .....

*All website entries are offered a reciprocal web link*

Contact details for mailing, proofing and payment purposes (If different)

**Mr/Mrs/Miss/Ms** (initial) ..... (Surname) .....

.....

**Address** .....

.....

.....

.....**Postcode** .....

**Telephone** .....

**Fax** .....

**Email** .....

# 2 PROOF

**A** online  Email address  **B** Post

The Partnerships preferred method of proofing is online for speed and the environment. A low resolution, colour proof of all advertisements will be supplied.

# 3 PAYMENT DETAILS - TO BE COMPLETED BY ALL ADVERTISERS

## 10% off for more than one entry

For advertisement Styles and Sizes, See Inserted Sheet  
I wish to reserve the following advertising space. Please tick the appropriate box.

Advert Size (Please Tick)							
<b>Option 1</b> 1/16 30 words	<b>Option 2</b> 1/16 30 words + photo	<b>Option 3</b> 1/8 40 words	<b>Option 4</b> 1/4 50 words	<b>Option 5</b> 1/2 65 words	<b>Option 6</b> Full Page 65 words	<b>Website Option 1</b> Description + photo + web link	<b>Website Option 2</b> Description + photo + web link + online booking and availability
£94.00 Net	£139.00 Net	£200.00 Net	£324.00 Net	£442.00 Net	£772.50 Net	£52.50 Net	£63.00 Net
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please total your costs below. If you advertise in more than one publication a 10% discount applies

<b>Advert 1</b>	<b>Advert 2</b> <i>(if applicable)</i>	<b>Sub Total</b>	<b>If purchasing 2 adverts</b>	<b>Grand Total</b>
£ .	£ .	£ .	<b>Total</b>	
			<b>- 10% =</b>	
			<b>+ VAT =</b> at 17.5%	

**Recommend a friend**, If the business you recommend books advertising space for 2009 you will receive a free upgrading on your advertising

Payment must be received for both adverts before any upgrade can be given.  
The recommended business must book an advert worth £150 (excl VAT) or more.  
You can only upgrade your advert once

# 4 FACILITIES - TO BE COMPLETED BY ALL ADVERTISERS

Please tick facilities which are relevant to your establishment

<input type="checkbox"/> Liqueur Licence <i>(a 'P' following denotes pub)</i>	<input type="checkbox"/> Non smoking	<input type="checkbox"/> Special Diets Available	<input type="checkbox"/> Café / restaurant
<input type="checkbox"/> Children welcome <i>(a number following gives minimum age)</i>	<input type="checkbox"/> Passenger lift	<input type="checkbox"/> Air Conditioning	<input type="checkbox"/> Showers
<input type="checkbox"/> Cot available	<input type="checkbox"/> Indoor swimming pool	<input type="checkbox"/> Leisure Club Onsite	<input type="checkbox"/> Electricity hook-up to touring pitches
<input type="checkbox"/> Dogs accepted by arrangement	<input type="checkbox"/> Outdoor swimming pool	<input type="checkbox"/> Health & Beauty Facilities Onsite	<input type="checkbox"/> Gas cylinder exchange or refill
<input type="checkbox"/> Colour television <i>(in all bedrooms)</i>	<input type="checkbox"/> Open Christmas / New Year	<input type="checkbox"/> Linen provided free of charge	<input type="checkbox"/> Accessible by Public Transport
<input type="checkbox"/> Packed lunches available	<input type="checkbox"/> Games room	<input type="checkbox"/> Linen hire service available	<input type="checkbox"/> Wheelchair Access
<input type="checkbox"/> Cyclist friendly	<input type="checkbox"/> Outdoor Play Area	<input type="checkbox"/> Visitors must provide own linen	<input type="checkbox"/> Welcome to Excellence
<input type="checkbox"/> Private parking	<input type="checkbox"/> Indoor Play Area	<input type="checkbox"/> Gas / electricity or other fuel supply is by coin meter reading	<input type="checkbox"/> Tourism & Conservation Partnership Member
<input type="checkbox"/> Major credit cards accepted	<input type="checkbox"/> Food Shop/Mobile Food Shop	<input type="checkbox"/> Electric cooking / cooking facilities in Hostel	<input type="checkbox"/> Quality Cumbria
<input type="checkbox"/> Tea/coffee making facilities in all rooms	<input type="checkbox"/> BBQ	<input type="checkbox"/> Dishwasher	
	<input type="checkbox"/> Satellite TV	<input type="checkbox"/> Clothes washing machine & drying facilities	
	<input type="checkbox"/> Evening Meals		

# 5 SERVICED ACCOMMODATION

As 2008 Guide entry  Go to step 8

Number of Bedrooms

Single  Double  Twin  Triple  Suites

Total number with bath/shower & W/C en-suite or private bathroom

Price per person based on two people sharing a double/twin room, bed & breakfast, per night (lodges exclusive of breakfast)

Min £  Max £

# 6 SELF-CATERING

As 2008 Guide entry  Go to step 8

No. of units  To sleep from  to  persons Min per week £  Max per week £

# 7 CARAVAN, CAMPING & CHALET PARKS

As 2008 Guide entry  Go to step 8

No. of touring pitches (tents, caravans, motor homes)  Min per night £  Max per night £

No. of static units  To sleep from  to  persons Min per week £  Max per week £

REMEMBER, ADVERTISING DEADLINE IS FRIDAY 25<sup>TH</sup> JULY 2008