

# 7

## Declaration and payment Details

TO BE COMPLETED BY ALL ADVERTISERS

I have read and accepted Western Lake District Tourism Partnership Conditions of Advertising and enclose a cheque made payable to Western Lake District Tourism Partnership for:

Total enclosed £

Signed

Name (CAPITALS)

Name of Business

Date

**CLOSING DATE : FRIDAY 25<sup>TH</sup> JULY 2008**

### Proof

A low resolution, colour proof of all advertisements will be supplied in due course.

### Terms & Conditions

1. Entry into any Western Lake District Publication is conditional upon accommodation establishments having been inspected by one of the recognised agencies as listed, and a copy of your current inspection should be returned with your form. If you are awaiting inspection copy of the organisations confirmation letter should be returned with this form as evidence.
2. Any adverts published within Western Lake District Publications are accepted on the assumption that they comply with the current Trade Descriptions Act.
3. Western Lake District Tourism Partnership reserves the right to refuse (without giving any reason) any application for space within any Western Lake District Publication.
4. The signatory of the enclosed form is responsible for the payment of the account irrespective of whether or not the property is disposed of between the time of receipt of the form by the Western Lake District Tourism Partnership and the time of publication.
5. Western Lake District Tourism Partnership accepts no liability for adverts omitted from Western Lake District Publications or errors in an advert.
6. Composite adverts featuring more than one establishment will not normally be accepted.
7. A cheque or payment details for the full amount of the advert must be enclosed with the application.
8. Only payments over £200 (excl. VAT) may apply for direct debit. Terms 6 months only.

Please return both forms with your remittance and photograph by **FRIDAY 25<sup>TH</sup> JULY 2008**

**Western Lake District Tourism Partnership,  
Brunswick House, Harbour Business Park,  
Maryport, Cumbria, CA15 8BF.  
Tel: 01900 818741  
E: info@western-lakedistrict.co.uk**

**DIRECT DEBIT - Only payments over £200 (excl. VAT) may apply for direct debit. Terms 6 months only**

### Credit Card Details

Please debit my Switch/Visa/Mastercard/Amex card by the following amount £ .....

Card No

C.V.V.

Start Date  Expiry Date

Issue No (Switch only)

Signature

Western Lake District Tourism Partnership  
Instruction to your Bank or  
Building Society to pay by  
Direct Debit



### Originator's Identification Number

401961

**Please complete the whole form using a ball point pen and send to:**

Western Lake District Tourism Partnership,  
Brunswick House, Harbour Business Park, Maryport,  
Cumbria, CA15 8BF

Name(s) of Account Holder(s)

### Bank Building Society Account Number

### Branch Sort Code

### Name & full postal address of your Bank or Building Society

To: The Manager  Bank/Building Society

Address

Postcode

### Reference Number (Building Society Accounts only)

### Instruction to your Bank or Building Society

Please pay Western Lake District Tourism Partnership 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 Western Lake District Tourism Partnership and, if so, details will be passed electronically to my Bank/Building Society.

Signature(s)

Date

Banks and Building Societies may not accept Direct Debit instructions for some types of account

**This guarantee should be detached and retained by the payer**

### 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 Western Lake District Tourism Partnership will notify you 14 working days in advance of your account being debited or as otherwise agreed.
- If an error is made by Western Lake District Tourism Partnership or your Bank or Building Society, you are guaranteed a full and immediate refund from your branch of 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.

# Western Lake District Holiday Guide

(Illustrations shown not actual size)

1

**OPTION 1**  
1/16 page  
£94+VAT

95mm x 31mm

**OPTION 2**  
1/16 page  
£139+VAT

95mm x 31mm

**OPTION 3**  
1/8 page  
£200+VAT

95mm x 64mm

**OPTION 4**  
1/4 page  
£324+VAT

95mm x 134mm

**OPTION 5**  
1/2 page  
£442+VAT

195mm x 134mm

**OPTION 6**  
1/2 page  
£772.50  
+VAT

Full Page

# Top Visitor Attractions Leaflet

(Illustrations shown not actual size)

2

**OPTION 1**  
1/4 page  
£288+VAT

89mm x 45.5mm

**OPTION 2**  
1/2 page  
£515+VAT

89mm x 97mm

**OPTION 3**  
full page  
£772+VAT

89mm x 196mm

WEBSITE

WEB  
OPTION  
**1**  
£52.50+VAT

WEB  
OPTION  
**2**  
£63+VAT

PLEASE INDICATE THE SIZE OF ADVERT REQUIRED BY COMPLETING SECTION 2

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