

Domestic Marketing Campaigns 2011 – 2012



Name of Organisation: _____

Name of Contact: _____

Address for Correspondence: _____

Postcode: _____

Tel: _____ Fax: _____

Email: _____ Website: _____

I/WE HEREBY CONFIRM PARTICIPATION IN UK MARKETING CAMPAIGNS 2011/12 AT THE LEVEL SPECIFIED BELOW

TOURISM SOUTH EAST MEMBER RATE

PLEASE TICK

- Double Campaign Partner Escape and Time for US £10,200 + VAT = £12,600
- Full Campaign Partner Time for Us £6,500 + VAT = £7,800
- Standard Partner £1,260 + VAT = £1,512
- Online Partner £ 540 + VAT = £ 648
- E-Newsletter Partner £360 + VAT = £432
- Website partner £120 + VAT = £144

Non-member rates are available on application.

I/We enclose remittance for £ _____ (including VAT). Cheques should be made payable to "Tourism South East" who will issue an official receipt for all remittances.

Or purchase order no _____. Orders cannot be accepted unless accompanied by the appropriate remittance or purchase order number.

COPYRIGHT MATERIAL

I/We confirm that:-

(i) I/We own the copyright for material supplied for entry in UK Marketing Campaigns 2011/2012 and consent to its use for the purpose of this order;

OR

(ii) The copyright owner is _____ of _____ and he/they give a licence for the use of the material for the purpose of this order.

AND

I/We agree to indemnify Tourism South East against any action, claim or demand arising out of the use of the material. I/We have read and understand the Terms and Conditions and Mechanical Data. A copy has been retained for my/our records.

Signed: _____ Date: _____

**TOURISM
SOUTH EAST**

the Beautiful South

Family Fun, Domestic Marketing Campaign 2010-2011

Terms & Conditions

1. GENERAL

1.1 The Advertiser warrants that the information contained in standard entries and display advertisements is true and accurate and if published will not constitute an offence under the Trades Descriptions Act 1968 and 1972 (or any other statute) nor shall they infringe the British Code of Advertising Practice.

1.2 Tourism South East reserves the right to refuse without explanation the whole or any part of a standard entry or display advertisement or to limit the size or amend any standard entry or display advertisement at its discretion should Tourism South East deem it necessary.

1.3 The position of each standard entry or display advertisement will be at the discretion of Tourism South East.

1.4 Tourism South East can accept no liability for any error or omission from the standard entry or display advertisement when published nor shall Tourism South East be liable for any loss, expense or damage suffered by the advertiser howsoever caused, including but not limited to consequential loss. In any event, Tourism South East's liability is limited to the refund of the charge paid by the advertiser for the standard entry or display advertisement or that part of the standard entry or display advertisement affected.

1.5 The advertiser shall indemnify Tourism South East fully in respect of any claim made against Tourism South East arising from the publication of the standard entry or display advertisement.

1.6 Dependent upon the level of interest in the campaign, Tourism South East reserves the right to adjust the offered packages where appropriate.

1.7 Additional terms and conditions for special offers and competitions will be supplied where appropriate.

2. COPYRIGHT

Accommodation entries and display advertisements are accepted on the basis that the advertiser is the owner of the copyright material supplied for that entry and/or display advertisement and consents to its use for the purpose of the publication. Should the copyright owner be a different party to that of the advertiser, standard entry or the advertisement is accepted on the condition that the advertiser has obtained from the copyright owner a licence for the use of the material for the purpose of this publication.

3. STANDARD ENTRIES

All information will be taken from the forms supplied by Tourism South East.

4. DISPLAY ADVERTISING

Display advertisers are required to supply either: (i) type written copy with rough layout accompanied by colour transparencies. Any special layout required will be charged at extra cost.

OR

(ii) PDF format or similar disc containing your complete advert.

(iii) For Language versions, All text that requires translation on adverts supplied must be in black to allow for the black plate changes for each language. Advertisers are requested to supply a colour proof with artwork.

5. QUALITY ASSURANCE

quality and standard of images and artwork supplied at less than 300dpi. Any photographic image supplied to Tourism South East without clear instructions for masking and/or cropping will be handled at the discretion of Tourism South East. Any pictures supplied featuring children must have the necessary written consent of their parents or guardians.

6. PHOTOGRAPHIC IMAGES

Any images and/or artwork supplied electronically or on disc or cd should be of high resolution. Tourism South East cannot be held responsible for the final quality and standard of images and artwork supplied at less than 300dpi. Any photographic image supplied to Tourism South East without clear instructions for masking and/or cropping will be handled at the discretion of Tourism South East. Any pictures supplied featuring children must have the necessary written consent of their parents or guardians.

7. PROOFS

Display advertisements to be included in the supplements should be supplied by the advertiser/entrant. Once submitted, any authors corrections requested by the advertiser/entrant will be charged at standard rates. If approval or amendments are not received by the deadline indicated on the proof, Tourism South East cannot guarantee any late amendments can be made and will proceed to print. No responsibility is accepted for any error or faulty reproduction not corrected on proofs supplied to the advertisers or agents.

8. CANCELLATIONS

Orders can only be cancelled three months prior to campaign launch date but Tourism South East reserve the right to charge a cancellation fee of up to 50% of the value of the order. Refunds will not be given in the case of cancellations after the closing date. Cancellations can only be accepted in writing.

9. PAYMENTS

Strictly cash with order. cheques to be made payable to "tourism south east" who will issue a vat receipt.

10. AGENCY COMMISSION

Advertising agency commission is not paid.

11. SPONSORS

Prominence will be given to sponsors in the editorial brief for the supplement to the relevant publications. However Tourism South East reserves the right to edit information for inclusion. Inclusion in the brief does not automatically guarantee editorial inclusion and the final decision lies with the relevant publication. Advert specifications will be advised once the advertising quota of the publication has been determined. As lead partners in the PR campaign priority will be given to sponsors for press visits that are generated as a result of the campaign. Tourism South East is unable to guarantee the number of press visits or level of coverage that sponsors will receive as part of the campaign.

12. KEY PARTNERS

Key partners will be included in the editorial brief for the supplement to the relevant publication, however Tourism South East reserves the right to edit information for inclusion. Inclusion in the brief does not automatically guarantee editorial inclusion and the final decision lies with the relevant publication. Advert specifications will be advised once the advertising quota of the publication has been determined.

As key partners in the PR campaign prominence will be given to key partners for press visits that are generated as a result of the campaign. Tourism South East is unable to guarantee the number of press visits or level of coverage that key partners will receive as part of the campaign.

13. CAMPAIGN DATA

Campaign data in the form of relevant opt-in names and email addresses will be provided to sponsors and key partners for a one-time use only. This can only be used in conjunction with Tourism South East's data usage terms and conditions which will be supplied with the data.

Please complete and return to:

Marketing Department
Tourism South East
40 Chamberlayne Road, Eastleigh
Hampshire SO50 5JH

Fax: 023 8061 8018
Email: campaigns@tourismse.com
Web: www.tourismsoutheast.com

Surrey

Enquiries please contact
Catherine Knight
01483 444981
07725 792408

Sussex and Kent

Enquiries please contact
Lesley Miles
01233 636188
07843 634319

Berkshire, Buckinghamshire and Oxfordshire

Enquiries please contact
Jeanette Howes
07917 162876

Hampshire and Isle of Wight

Enquiries please contact
Sarah Davis
023 8062 5523
07921 888937

**TOURISM
SOUTH EAST**

the Beautiful South