

Essential York

GUIDE 2024-25

Visit York



BUCKET
& SPADE

Working in partnership with **Visit York**, **NPD** have teamed up with **Bucket & Spade** to produce '**Essential York**' - a new, handy pocket guide for 2024.

We know from our past experience in distributing the guide, how popular this piece of print is. Providing both the visitors to York with essential information as well as giving accommodation providers and businesses within the city a piece of print to hand out.

The guide will have an initial print run of 200,000 and be distributed throughout Yorkshire and key sites further afield attracting potential visitors to the city, the core main focus will be within the city itself. Alongside this the guide will also be offered to all Information Centres throughout the country and advertised on the Daysoutinfo website.

The guide will be split into $\frac{1}{4}$, $\frac{1}{2}$ and full page ads alongside a map of the city. The desire for a guide like this is huge with both visitors and attractions looking for something of this nature. Using our local knowledge and our experience in the tourism sector we are confident that the Pocket Guide will be as successful as previous publications. The guide will showcase the best that the city and surrounding area has to offer and will also act as a go to reference point for visitors to the area.



DL SIZE LEAFLET - COVER SUBJECT TO CHANGE



Key Features

★ COMPREHENSIVE INFORMATION:

- Concise details on must-visit attractions, historical landmarks, and cultural hotspots.
- Recommendations for dining, shopping, and entertainment, curated for an unforgettable experience.

★ ACCOMMODATION INSIGHTS:

- A dedicated section featuring diverse accommodations, aiding visitors in finding the perfect stay.

★ CITY MAP:

- An easy-to-read map of York, highlighting key points of interest and useful locations.

★ ADVERTISEMENT OPPORTUNITIES:

- Varied ad sizes (¼, ½, and full page) for local businesses, attractions, and services.
- Affordable advertising options to maximize exposure within the guide.

★ WIDE DISTRIBUTION:

- A substantial print run of 200,000 copies ensures broad coverage within Yorkshire and beyond.
- Distribution in key sites, with a primary focus on York, including local Information Centres and Daysoutinfo website promotion.

★ LOCAL EXPERTISE:

- Leveraging NPD's local knowledge and tourism sector experience to deliver a guide tailored to visitor needs.
- A collaborative effort with Bucket & Spade to create a resource that captures the essence of York.

Advert Details

QUARTER PAGE:

Advert dimensions:

85mm wide x 27mm high

Advert content*:

30 words + one image

OR supplied artwork

PRICE: £325 + VAT

HALF PAGE:

Advert dimensions:

85mm wide x 78mm high

Advert content*:

55 words + one image

OR supplied artwork

PRICE: £595 + VAT

FULL PAGE:

Advert dimensions:

85mm wide x 175mm high

Advert content*:

90 words + up to three images/logo

OR supplied artwork

PRICE: £995 + VAT

BACK COVER

Advert dimensions:

99mm wide x 210mm high

Advert content*:

Supplied artwork only

£1500 + VAT

*

Images should be supplied as a high resolution JPG (generally over 1MB).

We will provide a print specification for all advertisers who wish to supply artwork.



Conditions of Advertising

1. Charges for entry in the Guide to be paid to NPD with order.
2. Bucket and Spade Media reserve the right to edit, copy and maintain a standard format layout.
3. Advertisers are requested to supply all content, including high resolution digital image/s of their establishment that they have the copyright to use for this purpose.
4. All advertisers will receive a proof of their advertisement and the advertiser is responsible for checking this within the time allowed. Any artwork proofs not approved by email will be deemed to be correct.
5. A basic artwork service is provided by Bucket and Spade Media. Extra charges may apply for significant, additional work.
6. Coupons are discouraged in advertisements and can only be included with the permission of NPD / Bucket and Spade Media.
7. NPD / Bucket and Spade Media cannot guarantee requests for special positions though every effort will be made to respond to such requests.
8. Neither NPD nor Bucket and Spade Media can accept responsibility for any errors or omission from any advertisement, nor any liability under the Trade Descriptions Act, 1968, or any relevant law.
9. NPD / Bucket and Spade Media do not accept any liability for the consequences of any mistakes in the guide beyond the cost of the advertisement.
10. Advertisements are not subject to cancellation by the advertisers.
11. Change of ownership: I also agree and accept that the financial liability of placing an advert remains with me should the business be sold to a third party.
12. Failure to pay your invoice in the agreed time may result in late payment charges.
13. Booking and artwork deadlines must be adhered to.

