

THE **Tourist** Handbook

WESSEX 2012



Publication Profile

Readership Audience of over 120,000

- In place and working 365 days a year
- High Profile Display Advertisements
- Superb editorial, photography and highest quality 'perfect bound' format
- Targeted 'Higher Disposable Income' Readership
- Unique Distribution Method
- 1500 Permanently Displayed Copies
- Free Entry in Online Version of Handbook
- Free Editorial, as Appropriate
- Exceptional Value for Money Package
- Displayed in Self-catering Cottages, Farmhouse Accommodation, Country Hotels and Quality Guesthouses

Advertisement Rates & Style

Inclusive of Advertisement Design and Proof

Eighth Page Including appropriate editorial up to 75 words	60mm High x 90mm Wide	£275.00
Quarter Page Including appropriate editorial up to 150 words	125mm High x 90mm Wide	£415.00
Full Page Including editorial, image/s and variable advert size		£782.00

Production Details

File Format: 300dpi CMYK Actual size – Tiff or Adobe PDF / PSD preferred

Programs: InDesign, Photoshop or Adobe Illustrator files
N.B. Fonts should be embedded as paths or supplied in Mac format to avoid substitution.

Supply Via: E-mail to paul@activepublishing.co.uk or Compact Disc

Platform: Mac – Preferred option
IBM PC files accepted – Fonts must be embedded

Images: Pictures and Logos supplied in digital format need to be at a minimum resolution of 300dpi (Dots Per Inch) at the final image size.

Editorial: Microsoft Word Document or RTF Document

Pictures and logos from websites are usually only screen resolution (72dpi) and are not suitable for printing. If you need advice please call us.
N.B. Please remember it is your responsibility to ensure you have permission to use the images you supply for your advertisement.

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THE LEADING TOURISM GUIDE FOR
DORSET, HAMPSHIRE & THE BORDERS

