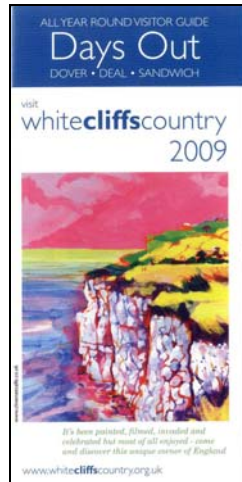


White Cliffs Country Advertising Opportunities 2010

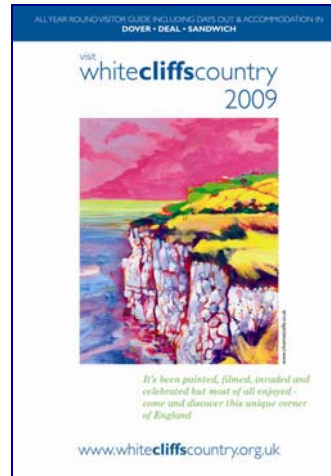
Dover • Deal • Sandwich

Maximize your impact – The Official Tourism Package for White Cliffs Country



Days Out Leaflet
Print run: 50,000

- Exhibitions
- VIC's
- Port of Dover
- Accommodation Providers



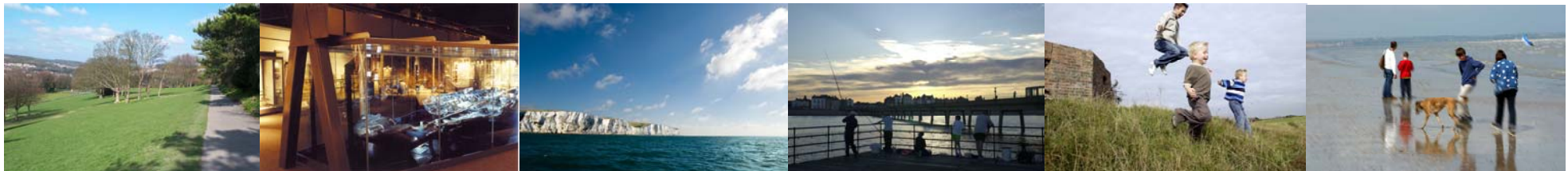
Visitor Guide
Print run: 70,000

- VIC's Nationally
- Visitor Attractions
- Selected Motorway Stations
- Cruise Terminals
- Direct Mail



Website

- In excess of 1 million hits annually
- New content
- Film footage
- Available in French, German & Italian
- Visit micro sites



White Cliffs Country Advertising Opportunities 2010

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Reasons to advertise with White Cliffs Country:

- FREE listing option for all attractions signed up to the Code of Practice or VAQAS accredited
- Recognised and established brand
- The White Cliffs Country campaign is aimed at increasing tourism and its benefits to whole of the district
- Partnership working with Visit Kent, Cruise Connections, Tourism South East and Visit Britain
- Dedicated media campaign

Your fee includes the following benefits:

- Promotion in the official annual visitor guide
- Exposure on the WCC tourism website – www.whitecliffscountry.org.uk, visitkent.co.uk, visitsoutheastengland.co.uk and visitbritain.co.uk
- Referrals through the district VIC's – footfall last year 150,000
- Research and Statistics
- Newsletter
- Associate membership with White Cliffs Country Tourism Association (Option 2 only). The association is strongly representative of local tourism organizations and is recognized as an invaluable forum for local interests – see www.wccta.org.uk for further details

Advertising Options



Option 1

Option 2

It is now Visit England's policy to only list those attraction providers on their websites that have signed up to the Code of Practice or are VAQAS accredited.

The Code of Practice is free and once signed is valid until further notice. Dover District Council fully endorse these new terms and will only advertise those with VAQAS or Code of Practice accreditation. Please visit terms and conditions for more details.

White Cliffs Country Website



The WCC website is the official online source for tourist and accommodation information in the district. Exposure on the WCC website allows prospective visitors to access your business all year round, no matter what time of the day. Advertise in the visitor guide and get entry onto the WCC site.

Advertising Rates (excl. VAT)

	Option 1	Option 2
Name	Attraction Providers	Attraction Providers
Cost of advertising	FREE	£50.00
WHITE CLIFFS COUNTRY GUIDE & DAYS OUT LEAFLET		
Number of words	30	50
Referral to own site	Yes	Yes
Telephone number	Yes	Yes
E-mail address	Yes	Yes
Photograph in guide	No	Yes
Signed up to Code of Practice/VAQAS	Yes	Yes
Opening times and prices	Yes	Yes
WEBSITE		
Listed on the WCC website	Yes	Yes
Photograph	Yes	Yes
Referral to own site	Yes	Yes
Telephone and e-mail details	Yes	Yes
Number of words	30	50
Opening times and Prices	Yes	Yes

White Cliffs Country Advertising Opportunities 2010

Dover • Deal • Sandwich

Marketing Survey Snapshot

Feedback from the 2009 Visitor Guide Survey indicates 33% increase in brochure requests and intention to stay in the district.

- After receiving the 2009 Visitor Guide 92% indicated that they intended to visit with 22% staying overnight, 22% staying a week and 23% for a day trip.
- Over 31% of enquirers were between 56-65 years old with the top reasons to visit the district being: History and Heritage (21%); the Countryside (15%) and Attractions (15%).

Full survey details and other research available on the website – www.whitecliffscountry.org.uk/local_industry/research.aspx

The Next Step

- Read and agree new Terms and Conditions
- Fully complete and return booking form
- Payment details (if applicable)
- Signed copy of The Code of Practice agreement or VAQAS certificate
- Photograph either by post or digital (jpeg to sandrakillick@dover.gov.uk)

Payment and completed booking forms to be returned by Friday 7th August 2009 via:

(To be eligible for early booking discount, forms must be returned by Friday 24th July 2009).

- **In Person** at Dover Visitor Information Centre – Payment (if applicable) by Credit/Debit Card or cheque.
- **Electronically** – forms and image(s) to sandrakillick@dover.gov.uk and payment (if applicable) online at <https://www.dover.gov.uk/epayments/ddcwebpayhome.asp> (please contact Sandra Killick either by e-mail or tel. 01304 872061 to obtain your Unique ID Number before paying online).
- **By Post** to Dover Visitor Information Centre, Old Town Gaol, Biggin Street, Dover, Kent, CT16 1DL – Payment (if applicable) by cheque.

Advertising Terms and Conditions (Please read)

Destination Management System (DMS)

All advertisers (Visitor Guide and Website) receive a free listing (subject to accreditation terms and conditions) on Dover District Councils DMS. This listing forms the basis of your entry on the White Cliffs Country website, as well as populating other official tourism sites – Visit Kent, Visit Britain, Enjoy England and Tourism South East.

Attraction Providers

From December 2009 onwards, Dover District Council in accordance with Visit England's new terms and conditions for Attraction Providers, will only advertise those providers who have either a current **VAQAS** or a signed **Code of Practice** agreement to be included in the following:

- White Cliffs Country Visitor Guide, Days Out, Small Museum or any language leaflets
- White Cliffs Country website
- Visit Deal website
- Visit Dover website
- Visit Sandwich website
- Visit England/Visit Britain website
- Visit South East England website

Advertisements

As far as possible, display advertisements will be grouped according to theme in the relevant editorial section of the guide. The final decision regarding layout and position is the editors. Full payment (if applicable) is required to process the advertisement booking - please see payment option section. All adverts must meet the provision of the 1968 Trade Description Act.

Proofing

It is the responsibility of the advertiser for checking and returning their proof (option 2 only) within the stated time. If the proof is not returned within the stated time, Dover District Council will presume that no corrections are required. No refunds can be made for inaccuracies not corrected by the advertiser on the proof.

Photographs

A good quality photograph or colour transparency can be supplied to us (digital camera images must be 300dpi for acceptable reproduction). The Council have the right to reject any supplied image that is deemed not to be of sufficient high quality. Ariel views and artists impressions/line drawings will not be accepted, except in the case of a new development under construction or rebuilding.

General

Dover District Council reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements and website entries submitted at their discretion.

If there is any error or omission in respect to any advertisements as it appears in published form, DDC shall be under no liability to the advertiser other than to consider a refund of the advertisement charge or a correction to the website.