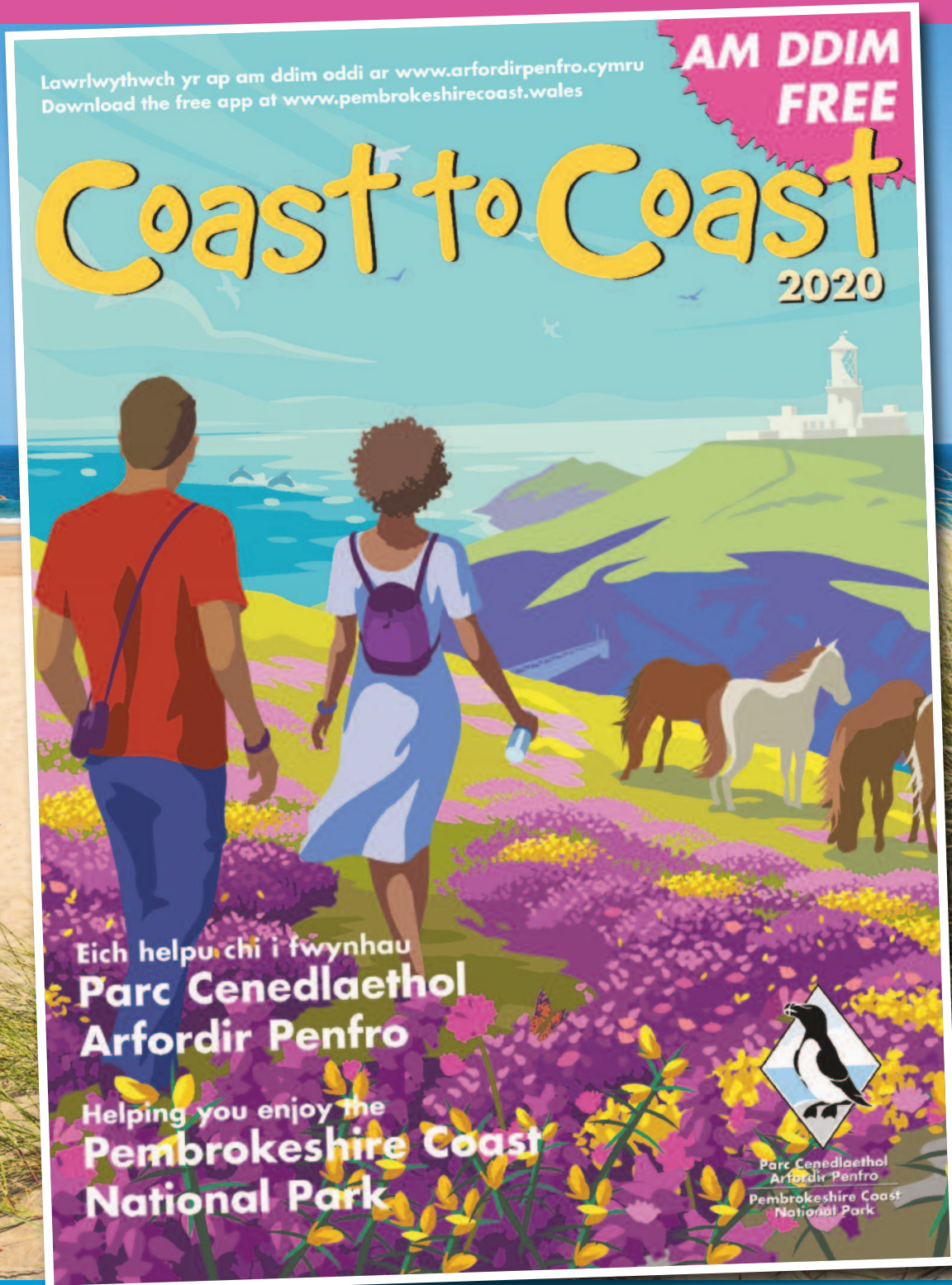


Coast to Coast ADVERTISING PACK 2021



**PEMBROKESHIRE'S AWARD-WINNING
FREE VISITOR NEWSPAPER**
Available online and as an app

www.pembrokeshirecoast.wales/coasttocoast



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What our readers have said:

"It's always a highlight when the new Coast to Coast arrives! We have one in each of our lodges, to help guests get the most out of their stay in Pembrokeshire." (Instagram)

"It's the best tourism publication in Pembrokeshire."
(Gill, Beggars Reach Hotel)

Coast to Coast 2021

- Your advert is **seen by over 1 million** locals and visitors every season.
- **Distributed around the county for 7 months** between April and October.
- A bumper 36-page edition promoting your business and the best ways to enjoy the National Park.
- High quality printing maximises exposure for your product/service and creates a lasting impact.

Advertising categories for 2021

- **Artists and Galleries**
- **Boat Trips and Island Visits**
- **Crafts** (sub categories: glass, wool, wood, pottery, miscellaneous)
- **Gardens**
- **Museums**
- **Pembrokeshire on a Plate**
- **Outdoor Adventure** (sub categories: watersports, fishing, horse riding)

Please note: Your display advert does not have to be placed within a category; there are individual spaces allocated throughout the paper too. If you are not sure where your advert would be best placed, our team will be glad to help – call us on 01646 624823. Likewise if you would like us to guarantee a particular place for your display advert, please contact us to book and pay for Guaranteed Position (see display order form, page 5).

A note about how we use your personal information

The Authority will only use your information for processing *Coast to Coast* advertisements and will not share your personal information with anyone else.

Please check our privacy statement on our website to find out your rights and how the law protects you regarding what you tell us about yourself.
<https://www.pembrokeshirecoast.wales/privacy>

Please contact us if you would no longer like to receive information about *Coast to Coast* or your details have changed.



coast to coast



**Awdurdod
Parc Cenedlaethol
Arfordir Penfro**

Parc Llanion, Doc Penfro
Sir Benfro SA72 6DY

**Pembrokeshire Coast
National Park
Authority**

Llanion Park, Pembroke Dock
Pembrokeshire SA72 6DY

**For Coast to Coast
enquiries:**

Tel: 01646 624823

Email: communications@pembrokeshirecoast.org.uk

Dear advertiser

It's our pleasure to enclose a 2021 advertising pack for *Coast to Coast*, the Pembrokeshire Coast National Park Authority's free, market-leading visitor newspaper, now in its 39th year.

For visitors to Britain's only coastal National Park, there is no better free publication – and for advertisers, there is no better place to promote your business.

We're committed to supporting your business and the tourism industry in these challenging times, so we've reduced our rates **for one year only**.

How to advertise in *Coast to Coast* 2021

Demand for space in the 36-page 2021 edition will be high and is on a **first come, first served basis**.

You will find the 2021 advertising categories listed on page 2 of this pack.

- **There are two main types of advertisements: classified and display adverts.**
Classified are text only, display are the larger box adverts.
- **Need some help to design your display ad? Contact the *Coast to Coast* Marketing team for details of our design service (charges apply).**
- **Remember, if you want your display advert to be in a specific position in the paper, choose the option to pay for Guaranteed Position to secure your spot (see page 5).**
- To book your ad space, complete the forms on pages 5 or 6 and scan them, or access the forms online at www.pembrokeshirecoast.wales/coasttocoast and email them to communications@pembrokeshirecoast.org.uk. Preferred payment is by BACS, then card; please only use post forms and cheques if digital payment is not possible.
- **Forms, payments and artwork should be received by
Friday 8 January 2021**

To discuss your advertising requirements, please call:

**Coast to Coast Marketing
Pembrokeshire Coast National Park Authority
Llanion Park, Pembroke Dock, Pembrokeshire SA72 6DY
Tel: 01646 624823
Email: communications@pembrokeshirecoast.org.uk**

A copy of this advertising pack is also available in Welsh. If you would like a Welsh version please contact *Coast to Coast* Marketing, or download a pack at www.arfordirpenfro.cymru/coasttocoast

We look forward to helping you promote your business in *Coast to Coast* 2021.

Yours sincerely

The *Coast to Coast* team

COAST TO COAST DISPLAY ADVERTISING 2021 RATES AND SIZES

E £200
53mm x 49mm

Half Page - £2331 168mm x 270mm

A £1024
162mm x 104mm

B £700
108mm x 104mm

C £375
53mm x 104mm

D £200
26mm x 104mm

F £375
108mm x 49mm

G £1024
108mm x 160mm

H £516
53mm x 160mm

NB: Guaranteed Position @ 20% extra

*Sizes may be combined to make a larger advert (eg. B + C)

All rates inclusive of VAT

Display

Advertisement Order Form

Display adverts are box adverts, available in full colour in the choice of sizes shown on page 4 (adjacent). Please fill in this form when you have decided what you want. Finished artwork should be provided to the exact size shown and conform to the design guidelines on page 7.

Name of contact person for advert:

Trading Name:

Address for correspondence:

Postcode:

Telephone:

Email:

DISPLAY SPACE REQUIRED:

(Please tick box required) See rate card for price and size details (prices include VAT)

A <input type="checkbox"/> £1024	B <input type="checkbox"/> £700	C <input type="checkbox"/> £375	D <input type="checkbox"/> £200
E <input type="checkbox"/> £200	F <input type="checkbox"/> £375	G <input type="checkbox"/> £1024	H <input type="checkbox"/> £516
HALF PAGE <input type="checkbox"/> £2331			

Sizes may be combined e.g. C+D (tick relevant boxes above) £

GUARANTEED POSITION:

@ 20% extra
£.....

The only way to guarantee your advert goes where you want it. (See Terms and Conditions paragraph 10 re. Guaranteed Position).

ADVERT DESIGN SERVICE:

If you'd like help to put together a simple display advert or to amend an existing ad, Coast to Coast can provide a design service for a £20 fee. Please contact us and we'll let you know what we need you to provide.

REPEAT ADVERT:

(Please tick box if you wish to repeat your advertisement from 2020 without amendment)

ACCREDITATION:

Is your establishment licensed / accredited with:

- Visit Wales
- Adventure Activities Licensing Service
- Other

Notes:

- (1) Please see Terms and Conditions paragraph 13 re. artwork charges and Artwork for Display Advertising on page 8.
- (2) Please see Terms and Conditions paragraphs 6 to 8 re. verification and accreditation of accommodation providers, activity centres, attractions, boat operators and horse riding establishments.

I wish to be included in the 2021 edition of Coast to Coast, with a payment of

Please pay by BACS or card upon invoice receipt. A VAT receipt will be issued on request.

Card payments can be made by calling 01646 624823.

Signed: Date:

**Download available forms at www.pembrokeshirecoast.wales/coasttocoast
Please book by Friday 8 January 2021**

Coast to Coast Marketing, Pembrokeshire Coast National Park Authority
Llanion Park, Pembroke Dock SA72 6DY

Tel: (01646) 624823

email: communications@pembrokeshirecoast.org.uk

Coast to Coast 2021



Classified

Advertisement Order Form

A classified advert is a text listing. There are two types of classified advert, shown below. 'Lineage' includes only your basic business details. 'Lineage plus text' gives the option to list your business details along with extra information. Please complete and return this form, whether you are booking a new classified advert or whether you wish to repeat an ad from a previous year, with or without amendments.

Name of contact person for advert:

Trading Name:

Address for correspondence:

Postcode:

Telephone:

Email:

CLASSIFIED ADVERTISING OPTIONS:

Lineage only: £36
example below

Lineage plus text: £36
with additional words charged at
£33 per 30 words
example below

Company name
Address, postcode
Tel:
www
email
*Two social media accounts,
eg. Facebook and Twitter.*

Company name
Address, postcode
Tel:
www
email
*Two social media accounts,
eg. Facebook and Twitter.*
*"Additional words of your
advertising text go here, including
any additional social media
accounts"*

CATEGORIES:

- Please choose ONE category:**
- Artists and Galleries
 - Boat Trips and Island Visits
 - Crafts - glass, wool, wood, pottery, miscellaneous. *(Please indicate under which of the Craft sub-categories you wish your advert to be listed).*
 - Gardens
 - Museums
 - Pembrokeshire on a Plate
 - Outdoor Adventure - watersports, fishing, horse riding

(see Advertising Categories on page 2).

Accreditation:

Is your establishment licensed/accredited with:

- Adventure Activities Licensing Service Visit Wales Other

Notes: Please see Terms and Conditions paragraphs 6 to 8 re. verification and accreditation of accommodation providers, activity centres, attractions, boat operators and horse riding establishments.

ADVERTISING TEXT:

Note: if you wish to repeat last year's advert please state: REPEAT 2020.

Establishment Name:

Address / Postcode:

Phone No / website / email:

Social Media accounts:

Text (please continue on a separate sheet if necessary):

No. of words used (excluding address and tel. no etc)

I wish to be included in the 2021 edition of *Coast to Coast*, with a payment of

Please pay by BACS or card upon invoice receipt. A VAT receipt will be issued on request.

Card payments can be made by calling 01646 624823.

Signed: Date:

**Download available forms at www.pembrokeshirecoast.wales/coasttocoast
Please book by Friday 8 January 2021**

**Coast to Coast Marketing, Pembrokeshire Coast National Park Authority
Llanion Park, Pembroke Dock SA72 6DY**

Tel: (01646) 624823

email: communications@pembrokeshirecoast.org.uk

Coast to Coast 2021



Artwork for Display Advertising

Checklist for Display Advertising

- Book and pay for your advertising space with *Coast to Coast Marketing*.
- Discuss your artwork with a designer of your choice or *Coast to Coast Marketing* (see below).
- Send advert artwork to *Coast to Coast Marketing*.

Friday 8 January 2021 – last day to book advertising space.

Friday 8 January 2021 – last day for receipt of artwork.

- Check and return proof to *Coast to Coast Marketing*.

Your responsibilities when submitting artwork

- Advertisers should liaise with *Coast to Coast Marketing* at all stages on production of artwork for display advertisements.
- **Artwork** must reach PCNPA no later than **Friday 8 January 2021**. No artwork will be accepted after the deadline.
- Complete finished artwork should be provided to the exact size for reproduction (see page 4) and conforming to the design guidelines. If this is not possible, Pembrokeshire Coast National Park Authority (or its agents) will undertake to typeset and lay out the advertisement to a standard format for a fee of £20 over and above that charged for space.
- It is the responsibility of the advertiser to check and approve the proofs provided. Every effort will be made to avoid errors, but no responsibility will be accepted by the Authority for any that might occur.
- Standard artwork is the placing of supplied text and logo / image to create an attractive advert. If special artwork is required such as the creation of logos, illustrations etc. or if text needs to be written, this will need to be negotiated, undertaken and charged for separately by the Authority's appointed agents or provided by a designer of your choice.
- Advertisers are limited to a maximum of two proof stages for artwork produced by PCNPA. Any subsequent changes/proofs will be charged at £30.
- Artwork should be supplied as EPS, PDF or JPEG files – no other formats will be accepted. Please contact us if you have any queries.

DEADLINE - Friday 8 January 2021

Booking advertising space, copy for classified adverts and final artwork for display adverts



Terms and Conditions of advertising

1. Ordering Space

All orders for advertising space, together with remittance and copy for classified adverts or artwork for display adverts must be received no later than **Friday 8 January 2021**.

2. Payment

Our acceptance of your order for advertising space creates a contract between us, for which you become liable for payment of the advertising fee. Payment is normally due on application, or as specified with our prior agreement.

Prices are fixed and are shown inclusive of VAT. Charities must provide a declaration that the special zero-rating conditions have been met, before VAT can be deducted (see VAT Notice 701/58). Cheques to be made payable to 'PCNPA'.

3. Publication

Publication date March 2021.

4. Publisher's Rights

Pembrokeshire Coast National Park Authority reserves the right to refuse any advertisement or reject any particular copy at any time without assigning a reason, whether an amount due in respect of the advertisements has been paid or not. In the event of an application being rejected after payment by the advertiser, a refund will be made.

5. Trade Descriptions Act 1968

Advertisements will be published on the understanding that they fully comply with the Trade Descriptions Act 1968 and the responsibility for ensuring such compliance shall be that of the advertiser.

6. Accommodation providers

Advertisements for accommodation/caravan and camping sites (including agencies) can only be accepted where such accommodation has been verified by Visit Wales, the Welsh Government's tourism team.

7. Activity Centres/Attractions/Boat Operators

Advertisements for Activity Centres and Operators can only be accepted where they are licensed under the Adventure Activities Licensing Service or national governing bodies where applicable. All attractions must be listed with Visit Wales.

Boat operators must be licensed by the Maritime and Coastguard Agency and/or Pembrokeshire County Council.

PHOTOCOPIES OF CURRENT DOCUMENTATION MUST BE PRODUCED AT THE TIME OF BOOKING AS PROOF OF VERIFIED, ACCREDITED OR LICENSED STATUS.

The National Park Authority has, for many years, worked with operators and partner organisations to develop the Pembrokeshire Outdoor Charter group which is co-ordinated by the Pembrokeshire Coastal Forum.

Outdoor activity providers must support the Outdoor Charter to advertise in *Coast to Coast*. Advert text and images should reflect the principles and aims of the Pembrokeshire Outdoor Charter Group and the National Park Authority reserves the right to request amendments to text or images if your advert does not reflect these aims.

The contact for the Outdoor Charter group is Paul Renfro, c/o Milford Haven Port Authority, Gorsewood Drive, Hakin, Milford Haven SA73 3ER, 01646 696134, Email: paul.renfro@mhpa.co.uk

8. Horse riding establishments

Proprietors please note: The National Park Authority is only able to accept advertisements on the understanding that riding establishments comply with the Authority's byelaws. All centres must be accredited with Visit Wales or licensed under the Adventure Activities Licensing Service or national governing body

and a photocopy of such accreditation/licence produced at the time of booking.

9. Advertiser's Responsibilities

The advertiser shall be responsible for and shall indemnify the Pembrokeshire Coast National Park Authority and its officers against all losses, damages and costs (including expenses for infringement of copyright) howsoever arising out of publication of any copy supplied by the advertiser.

10. Guaranteed Position of your display advert

Paying for Guaranteed Position (i.e. your display advert is guaranteed to be placed in a mutually agreed position in the paper) is the only way to ensure your display advert goes where you want it. The National Park Authority will always try to place display adverts in appropriate positions but unless you pay extra for Guaranteed Position your advert may not be in your first choice spot.

11. Cancellations/omissions/distribution disclaimer

No advertisement may be cancelled by the advertiser after copy has been typeset by the Pembrokeshire Coast National Park Authority. Cancellation refunds will be at the discretion of the Authority. If any advertisement is omitted, the Pembrokeshire Coast National Park Authority shall be under no liability to the advertiser, other than to make a refund of the advertisement charge. The Authority cannot guarantee distribution if impacted by Covid-19 lockdown. It is the responsibility of the advertiser to check and approve the proofs as required. Every effort will be made to avoid errors, but no responsibility will be accepted by the Authority for any that there may be (except for the refund of charges paid where the Authority is responsible for the error). Any application for a refund of an appropriate proportion of the fee as a result of a printing problem will be treated on its merits but only acceded to where it can be demonstrated that the error has caused substantial prejudice to the advertiser.

If an advertiser has booked space and subsequently fails to produce necessary artwork, logos, photographs, illustrations or text by the agreed deadline, that advertiser remains liable for the full cost of the space.

12. Production Data

Tabloid. Image area 385mm x 270mm. 5 columns per page. Printed Heatset Web Offset, 4-colour throughout on 52gsm improved newsprint. PDF origination.

13. Display Advertising Artwork

Complete finished artwork for display advertisements should be provided to the exact size for reproduction and conforming to the design guidelines specified (see separate sheet enclosed). Where this is not possible, PCNPA (or their agents) will undertake to typeset and lay out the advertisement to a **standard format** for a fee of £20 over and above that charged for space.

If **special** artwork is required by the advertiser e.g. logos, illustrations, graphic devices to be drawn up, specific typefaces to be used or if text needs to be written, this will need to be negotiated, undertaken and charged for separately by the Authority's appointed agents.

Display advertising artwork **must reach Coast to Coast Marketing (tel 01646 624823) no later than Friday 8 January 2021**. It is strongly advised that artwork is received before this date. Note: no artwork will be accepted after the deadline.

14. Website and App Advertisements

A free website advertisement is provided to all *Coast to Coast* advertisers, and will automatically appear in the online edition in exactly the same format as it appears in the newspaper. Similarly, your advertisement will also automatically appear in our free *Coast to Coast* app. Web and app adverts are not available as separate bookings.

