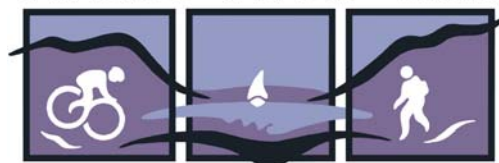


Rate Card 2012

G R E A T G L E N W A Y S



Slighean a' Ghlinne Mhòir

Forms and Payment Options

Forms	The introductory letter and application form are available from the Marketing Team or at www.greatglenway.com/downloads.htm
Payment Options	Payment can be made by cash, cheque or credit card. Please make cheques payable to 'The Highland Council'. Contact the Marketing Team to pay by card.

Important Dates

Return form and payment:	<i>09 September 2011</i>	Adverts uploaded to website	<i>January 2012</i>
Return proof of advert:	<i>05 October 2011</i>	Printed guides distributed	<i>February 2012</i>
Final proof sent to printer:	<i>01 December 2011</i>		
No changes can be made to the guide after October 30 th . Any website changes, after 30 November, will incur a charge of £50.00.			

Advert Rates (incl. VAT)

Basic business listing	Guide and website	£45
Quarter page colour advert	Guide and website	£100
Half page colour advert	Guide and website	£200
Full page colour advert	Guide and website	£400
Supplying artwork for advert	Guide and website	£25
Any amendments	Website only	£50

Advert Conditions

Sizes	Quarter page advert Half page advert Full page advert	55mm wide x 90mm high 115mm wide x 90mm high 115mm wide x 190mm high
Format	300dpi Saved to CD to scale and to print quality JPG/JPEG, TIFF or PDF only	
Disclaimer	If you do not supply the image in this resolution and format, then we are unable to guarantee the quality of the final printed advert.	

Did you know we are now part of SCOTLAND'S GREAT TRAILS?
Find out more at www.scotlandsgreattrails.org.uk.



Rate Card 2012

GREAT GLEN WAYS



Slighean a' Ghlinne Mhòir

The Great Glen Ways Accommodation and Services Guide has now been produced for 10 years. Each year our customers tell us how effective it is and how easy it is for them to use, and they also give us ideas for improvements. The information is combined and copied to our web site. A huge number of people are therefore able to make use of the guide and make their journey a memorable one, no matter how they choose to do the Great Glen: active travellers doing the Ways by boot, bike or boat, or visitors and locals simply on a day's drive through the countryside.

Web hits

With an average hit rate of 130,000 per month, www.greatglenway.com is the best way to get up to date information about the route. Check before you leave home for weather conditions, rainy day options, diversions and major events that might coincide with your visit.

Visit Scotland

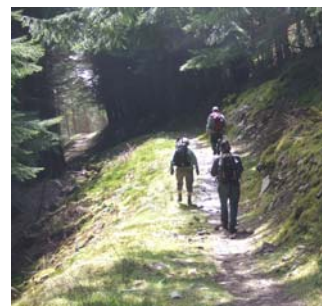
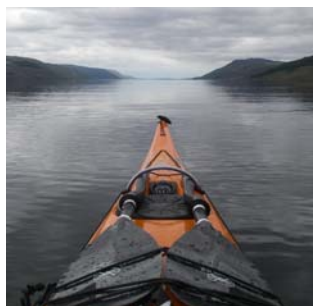
The website and the guide are open to any business, whether it is part of Visit Scotland's quality assurance grading scheme or not. We trust you to make the best decision on marketing options that suit your business.

Printed materials

The guide is distributed via a number of channels each year: tourist information offices in Scotland, England and Wales, the Great Glen Way Office, hotels and B&B's, along with trade fairs, sports exhibitions and shows. It is posted on request and a large print option is available. This is a high quality publication with customer input and improvements are made year after year to serve the customer better. A print run of 6000 ensures those customers who are not doing the outdoor experience (boot, bike or boating) in the Great Glen *still* have access to your business, which makes this a cost effective marketing platform for both readers, visitors and journeymen alike.

The Guide

The printed guide has sections on Ranger events, maps and guides, luggage and taxi services, trekking and booking services, travel information, accommodation, canoe hire, shops, useful contacts, other routes, the Scottish outdoor code and booting, biking and boating the Great Glen along with tips and mileage charts. There is an annual photo competition and the winning photo is used the following year on the guide.



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