

Report to Community and Town Promotion Committee 6th July 2017

Visit Wiltshire Advertising Space

1. Purpose of the report

- 1.1 To consider a discounted offer from Visit Wiltshire to advertise Malmesbury in their 2018 publications (15% discount)

2. Background

- 2.1 The Town Council has been a partner member of Visit Wiltshire for a few years.
- 2.2 Malmesbury benefits from a presence on the VW website and a brief description of the Town in the printed publications.
- 2.3 50,000 copies of the A4 Visit Wiltshire Guide are distributed & 200,000 of the A5 Guide.

3. Proposal

- 3.1 To consider an additional entry in one or other of the publications.

4. Financial Implications

There are two types of advert to choose:

- 4.1 Single or double standard adverts, for which artwork is prepared by us according to our standard format – partner rates for these start at £72.50 + VAT in the Visitor Guide or £105 + VAT in the Visitor Map
- 4.2 Display adverts in various sizes, which can be to your own design and for which you provide us with finished artwork to our specification – partner rates for these start at £205 + VAT for a quarter page in either guide
- 4.3 Once we advertise it may be difficult to withdraw and the cost will increase by at least 15% next time as we will not have the introductory offer.