

Viva! Vegetarian Guide to the Lake District 2010/11 edition

LISTING & ADVERTISING INFORMATION

To appear in the new edition of the guide, please complete both sides of this form and return to Viva! with payment by Friday 22nd January 2010.

BEING LISTED IN THE GUIDE

1. Entries in the Vegetarian Guide to the Lake District cost £6 inclusive of VAT for a basic listing, except for advertisers who receive a free listing.
2. The basic listing comprises of your business's name, address, phone number, website and opening hours.
3. A 40-word description, to appear with your basic listing, is available at an additional cost of £6 incl of VAT.

Categories for business listings

Your business can appear in one or more user-friendly categories. Simply tick the categories below best describing your business and you will be listed under these in the guide.

- | | | |
|--|--|--|
| <input type="checkbox"/> Places to stay | <input type="checkbox"/> Places to eat | <input type="checkbox"/> Organic box scheme |
| <input type="checkbox"/> Tourist attraction | <input type="checkbox"/> Outdoor/camping equipment | |
| <input type="checkbox"/> Shop selling: <input type="checkbox"/> health/whole foods | <input type="checkbox"/> take-away foods | <input type="checkbox"/> cruelty-free cosmetics & toiletries |
| <input type="checkbox"/> other (please specify _____) | | |
| <input type="checkbox"/> Other (please specify _____) | | |
- (depending on demand, an additional category may be added for other veggie-friendly products and services)

'Keys' to business listings

Please tick any of the following 'keys' used in the guide that are relevant to your business and they will be included alongside your listing:

- | | |
|--|---|
| <input type="checkbox"/> Exclusively vegetarian | <input type="checkbox"/> Advance notice required for vegetarian/vegan* options <i>*delete as applicable</i> |
| <input type="checkbox"/> Exclusively vegan | <input type="checkbox"/> Soya milk available |
| <input type="checkbox"/> Disabled access | <input type="checkbox"/> Vegetarian/vegan alcohol available |
| <input type="checkbox"/> Dogs welcome | <input type="checkbox"/> Fair-trade options available (eg tea/coffee) |
| <input type="checkbox"/> Vegetarian options provided | <input type="checkbox"/> Organic items available |
| <input type="checkbox"/> Vegan options provided | <input type="checkbox"/> Viva! discount (see below) |

VIVA!'S SUPPORTER DISCOUNT SCHEME

Enclosed you will find details of Viva!'s Supporters' Discount Scheme. The scheme offers several benefits to your business and so I do hope you will consider joining, if not already a member. To do so, simply complete the enclosed joining form and return with this form. All establishments listed in the new **Viva! Vegetarian Guide to the Lake District** – that are also Supporters' Discount Scheme members – will be featured in a specific listing at the front of the guide, thus maximising your coverage.

ADVERTISING IN THE GUIDE

Your advert will appear at the end of the section of the guide you choose to be in (see overleaf for options – where more than one category has been chosen, your advert will appear under the most appropriate). Please choose from the following sizes:

Full page (127 mm x 195 mm)	£90 inc VAT	Quarter page (60 mm x 90 mm)	£30 inc VAT
Half page (130 mm x 90 mm)	£50 inc VAT	Eighth page (60 mm x 40 mm)	£20 inc VAT

All adverts are black and white.

Advert formats: TIFF files saved at 300 dpi in CMYK mode; EPS files saved at 300 dpi with all elements in CMYK and all fonts as outlines (please make sure all images are embedded or included); Hi-res JPEGs can be used, saved at 300 dpi; Hi-res PDF files, with all fonts/images embedded; Finished files below 2mb can be emailed, otherwise please supply on CD.

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ORDER FORM FOR LISTINGS & ADVERTS

Name of business _____

Title _____ First name _____ Surname _____

Address _____

Postcode _____

Tel _____ Fax _____

Email _____ Website _____

Business opening hours/days _____

LISTINGS: Advertisers: Basic listing - free
Non-Advertisers: Basic listing £6 incl of VAT
NB: Basic listing to include business details/opening hours – taken from above unless advised otherwise
Advertisers & Non-Advertisers: 40-word description £6 incl of VAT
40-word description: _____

DISCOUNT SCHEME We would like to join – please find completed form enclosed

ADVERTS: Full page £90 inclusive of VAT
 Half page £50 inclusive of VAT *(see overleaf for advert sizes and formats)*
 Quarter page £30 inclusive of VAT
 Eighth page £20 inclusive of VAT
Copy: repeat from current edition amend (please enclose) new copy enclosed
 to follow (**final copy deadline: Friday, 5th February**)

PAYMENT:

Basic listing (non-advertisers: £6)	£ _____
30-word description (£6)	£ _____
Advert (see above for rates)	£ _____
Total (inclusive of VAT)	£ _____

I enclose a cheque/postal order (payable to Viva!) for £ _____ OR
 Please debit my Switch/Solo/Mastercard/Visa/Maestro card
Card No _____
Expiry date ___/___ Valid from ___/___ Switch Issue No _____
Name of cardholder _____

Please tick here if you would like a receipt for your records

Please return by Friday 22nd January to: Katrina Gazley, Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH Tel 0117 944 1000 Fax 0117 924 4646 Email katrina@viva.org.uk