

STEP 4 BUSINESS DETAILS

In order that we can keep our records up to date, please provide your business details below.

BUSINESS NAME	
PROPRIETOR NAME	
BUSINESS ADDRESS & POSTCODE	CORRESPONDENCE ADDRESS & POSTCODE <i>(IF DIFFERENT)</i>
TELEPHONE	MOBILE
EMAIL	
WEBSITE	
TWITTER HANDLE	FACEBOOK PAGE
INSTAGRAM	

For our full Membership and Marketing Terms and Conditions please see islandspartnership.co.uk. Hard copies available on request.

STEP 5 TERMS AND CONDITIONS

'I (insert name of business).....hereby agree to the Islands' Partnership Membership and Marketing Terms and Conditions.'

Name

Signature

Date

ADVERT SIZES

1/2 PAGE AD

1/8 PAGE AD

1/4 PAGE AD

Advert Size Guide

1/8 page
73.1 mm x 55.8 mm

1/4 page
73.1 mm x 110.8 mm

1/2 page
145.2 mm x 110.8 mm

All accommodation providers **must** hold some form of recognised assessment to advertise in any of the Visit Isles of Scilly publications and on the website.

You can opt to join the Isles of Scilly Approved Accommodation Scheme (now assessed by the AA) which offers guests assurance that your accommodation is 'legal, safe and clean'; or you could opt for a national Quality Scheme such as those run by Visit England / AA etc. If you need further details, please don't hesitate to contact the IP team.

Please provide details of your accreditations below:

.....

.....

Date of your latest assessment/certificate:



islands
partnership

Accommodation membership

Rate Card 2018/19

STEP 1 SIZE OF BUSINESS

Indicate the size and type of your business by ticking the box applicable to your business.

TYPE OF BUSINESS	WHAT SIZE IS YOUR BUSINESS?		
	<input type="checkbox"/> Small	<input type="checkbox"/> Medium	<input type="checkbox"/> Large
	Under 10 FTE employees* and/or turnover that is under £500,000	Between 10 to 20 FTE employees** and/or turnover between £500,000 and £1M Membership rate: £1,525 (EXC. VAT)	More than 20 FTE employees*** and/or turnover that is more than £1M Membership rate: £2,450 (EXC. VAT)
	CONTINUE TO STEP 2	SKIP TO STEP 3	SKIP TO STEP 3

STEP 2 TYPE OF BUSINESS

Self-Catering or B&B				
<input type="checkbox"/> 1 - 4 bed spaces £120 (EXC. VAT)	<input type="checkbox"/> 5 - 10 bed spaces £185 (EXC. VAT)	<input type="checkbox"/> 11 - 16 bed spaces £250 (EXC. VAT)	<input type="checkbox"/> 17 - 32 bed spaces £330 (EXC. VAT)	<input type="checkbox"/> 33+ bed spaces £465 (EXC. VAT)
Hotels				
<input type="checkbox"/> Under 33 bed spaces £515 (EXC. VAT)		<input type="checkbox"/> 33 - 49 bed spaces £850 (EXC. VAT)		
Campsite		<input type="checkbox"/> £250 (exc. vat)		

NB For mainland businesses who have close connections with the Isles of Scilly e.g. suppliers, or accommodation in South West England etc.; please see separate rate card.

BUSINESS DISCOUNTS

Owners of more than one business registered with the IP may be eligible for the following discounts:

25% DISCOUNT ON YOUR SECOND SUBSIDIARY BUSINESS

50% DISCOUNT PER BUSINESS ON YOUR THIRD OR MORE SUBSIDIARY BUSINESS

- * Any business that employs under 10 employees on a FTE basis for more than 4 months of the year
- ** Any business that employs 10 to 20 employees on a FTE basis for more than 4 months of the year
- *** Any business that employs 20 or more employees on a FTE basis for more than 4 months of the year

For any other non-standard membership packages, including corporate partnerships, interested parties, clubs and societies etc., please contact the Islands' Partnership to discuss further.

STEP 3 MARKETING OPPORTUNITIES

Let us know which marketing opportunities you are interested in by ticking the boxes below.

SPECIAL OFFER: Place an advert in the Visit Isles of Scilly Guide and receive a FREE standard website entry on visitislesofscilly.com worth £240! (EXC. VAT)

Advert in 2018 Visit Isles of Scilly Guide		
<input type="checkbox"/> 1/8 page (1 - 4 bed spaces) £200 (EXC. VAT)	<input type="checkbox"/> 1/8 page (5+ bed spaces) £315 (EXC. VAT)	<input type="checkbox"/> 1/4 page (no limit) £510 (EXC. VAT)
<input type="checkbox"/> 1/2 page (no limit) £1,295 (EXC. VAT)	<input type="checkbox"/> Full Page (our ad template) £2,375 (EXC. VAT)	<input type="checkbox"/> Double Page Spread (our template) £3,950 (EXC. VAT)
Please inform us whether...		
<input type="checkbox"/> I am a new advertiser†		<input type="checkbox"/> I would like a new advert†
<input type="checkbox"/> Please reformat my existing advert with no changes†		<input type="checkbox"/> Please reformat my existing advert with a change of copy/tariff/images†
Website (visitislesofscilly.com)		
<input type="checkbox"/> Standard Website Entry £240 (EXC. VAT)	<input type="checkbox"/> Featured Business (inc offers, promotions, late availability) POA	<input type="checkbox"/> Additional Listing £95 (EXC. VAT)
		<input type="checkbox"/> Box Advert £100PM (EXC. VAT)
Pocket Map Guide		
<input type="checkbox"/> Primarily for non-accommodation but can also include hotel restaurants etc. £295 (EXC. VAT)		
Email Marketing		
<input type="checkbox"/> Featured business in our monthly newsletters to the Visit Isles of Scilly database £175PN (EXC. VAT)		<input type="checkbox"/> NEW: Solus Email (E-newsletter takeover) From £500 (EXC. VAT)
Social Media		
<input type="checkbox"/> Social Media Package; 3 posts on your choice of platform including one pinned post for 3 days From £150 (EXC. VAT)		
Tourist Information Centre (e.g. advertising bars/restaurants in addition to accommodation)		
<input type="checkbox"/> Advertising Package (Member) £120 (EXC. VAT)		<input type="checkbox"/> Advertising Package (Non Member) £250 (EXC. VAT)
Cruise Ships - Promotion in Welcome Packs		
<input type="checkbox"/> Per ship £60 (EXC. VAT)		<input type="checkbox"/> Full Season Package (all ships in 2018) £450 (EXC. VAT)
NEW Digital Bundle		
<input type="checkbox"/> Featured business for 1 month; 2 e-newsletter features, 2 social media packages, 3 month's Box advertising (Worth at least £1,000) £695 (EXC. VAT)		

An invoice will be issued by the Islands' Partnership upon receipt of your membership application/renewal forms and in respect of your marketing requirements.

† The Islands' Partnership will provide you with the advertising forms to be completed on receipt of your signed membership & marketing form

PM per month
PN per newsletter
PQ per quarter

INCLUDES FREE WEBSITE ENTRY

LIMITED SPACES



VISIT ISLES OF SCILLY GUIDE

30,000 print-run – targeted nationwide distribution – plus a further 10,000+ views online.

Our surveys show that up to 42% of visitors use the Isles of Scilly brochure when planning their trip (including 58% of first timers).

42%

VISITISLESOFSCILLY.COM

Over 700,000 views a year

Over half a million unique visitors

81% of whom are looking for ideas of things to do and places to stay – make sure they find you!

No. 1 in Google for all relevant searches.

More than a third of visitors cite visitislesofscilly.com as being the most useful source of information when booking or planning their visit.

700,000 VIEWS PER YEAR

OFFICIAL POCKET MAP GUIDE

Proved incredibly popular with visitors in getting around and planning their days out.

Bundle packages available meaning minimal advertising costs.

Primarily for non-accommodation but can also include hotel restaurants etc.

EMAIL MARKETING

Reach up to 75,000 fans of Scilly every month.

Create a mini editorial feature to sell your business or a particular seasonal promotion.

Open rates of our emails are significantly higher than industry averages - up to 30%.

Click-throughs to advertisers can also be several hundred per newsletter.

75,000 CUSTOMERS REACHED

CRUISE SHIPS

Opportunity to reach up to 15,000 Scilly cruise ship passengers.

Attract them to your business during their visit.

Limited availability!

15,000 CRUISE SHIP VISITORS

TOURIST INFORMATION CENTRE

Make sure our thousands of visitors know about your business.

Save money by purchasing a "bundled" advertising package that includes the TIC.