

# Cardiff Tourism Network

## Maximise your impact



### • Increased exposure

As a member you can increase your awareness by buying additional exposure in our publications with a special members' discount.

#### → To take additional exposure on top of the ¼ page included in your membership:

Choose the publication already included in your membership and the total exposure you want to book. Then add that amount to your membership fee.

Total exposure required	Essential guide	Where to stay guide	Venue directory
¼ page	included in membership fee		
½ page	£303	£265	£425
Full page	£533	£467	£820
Double page	£988	£864	£1,580

*Example:* You are a conference hotel with under 50 bedrooms and you would like to increase the ¼ page exposure in the where to stay guide, which is already included in your membership, to a full page.

Membership fee = £540  
Full page in where to stay guide = £467 +  
 Total to pay = £1,007 + VAT @ 17.5% = £1,183.22

#### → To take exposure in another publication:

Choose the publication(s) of your choice and the total exposure you want to book. Then add that amount to your membership fee.

Total exposure required	Essential guide	Where to stay guide	Venue directory
¼ page	£190	£167	£215
½ page	£303	£265	£425
Full page	£533	£467	£820
Double page	£988	£864	£1,580

*Example:* You are a support service and are entitled to ¼ page exposure in the venue directory. However you also want to take ½ page of exposure in the essential guide.

Membership fee = £320  
½ page in the essential guide = £303 +  
 Total to pay = £623 + VAT @ 17.5% = £732

#### → To book the back cover of a publication:

Total exposure	Essential guide	Where to stay guide	Venue directory
Full page	£1,482	£1,296	£2,370

### • Multiple membership

Membership applies to individual products or venues. However members will receive a discount if they join more than one category. For example a hotel may want to promote its restaurant separately, or a chain of restaurants/attractions may want to promote more than one product and/or site. A discount of 20% is given on the lower membership categories.

Indicate on your membership application form if you would like to make use of this opportunity.

*Example:* You are a non-conference hotel with 87rooms and a restaurant with under 50 covers which you would like to promote as well.

Non-conference hotel 87rooms x £5.10 = £443.70  
Restaurant under 50 covers = £230 - 20% = £184.00+  
 Total to pay = £627.70 + VAT @ 17.5% = £737.55

# Cardiff Tourism Network

## Maximise your impact



- If you would like to take additional exposure as a member please submit this form together with the membership application.
- If you would like to have multiple memberships please indicate this on the membership application.
- Submission of this form and subsequent acceptance will constitute a contract between Cardiff & Co and the authorised signatory below.

This application form is also available online at [www.visitcardiff.com/about us](http://www.visitcardiff.com/about us)

PLEASE USE BLOCK CAPITALS

Main membership contact:
Name:
Position:
Company name:
Address:
Postcode:
Telephone:
Email:
Fax:

Please tick the box which indicates the *total* exposure you would like to book in each publication.

Total exposure	Essential guide	Where to stay guide	Venue directory
¼ page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
½ page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Double page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

By completing and returning the application form you confirm you understand and agree to the terms and conditions enclosed within the membership prospectus.

Upon receipt of this form we will get in touch with you to confirm the copy and images to be used for the additional exposure.

Signed:

Name:

Date:

### Please return this form to:

Cardiff & Co, 2nd Floor, The Old Library, The Hayes, Cardiff, CF10 1AH  
 T: 029 20 87 1847, F: 029 20 82 7445, E [marketing@cardiffandco.com](mailto:marketing@cardiffandco.com)