

Publicity South West



Tourist Information and Events Distribution



Find us on Facebook

01726 861160

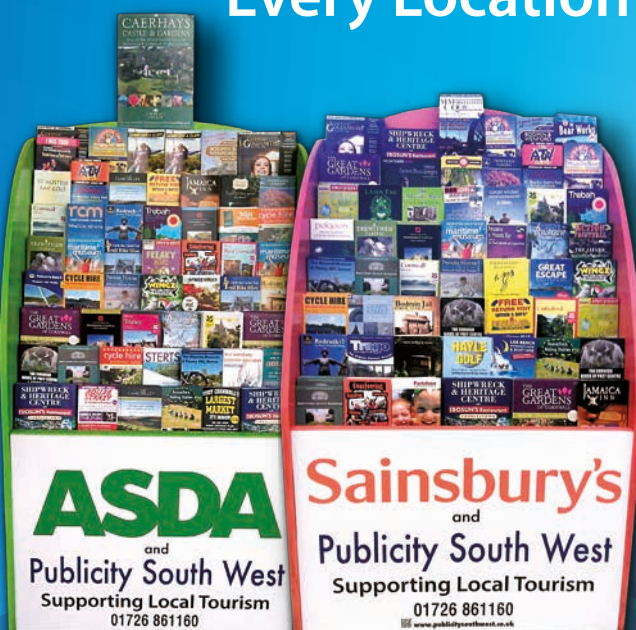
www.publicitysouthwest.co.uk



Publicity South West

Display Stands
for
Every Location

Tourist Information
and
Events Distribution



We have a wide variety of display stands to make sure that your leaflets are displayed to maximise effect. An effort is always made to get the stands in the best locations, even if that means making wall displays or stands to the sites specifications.



Publicity South West
Tourist Information
and Event Distribution

www.publicitysouthwest.co.uk
Unauthorised leaflets will be recycled.

Publicity South West

Services

Tourist Information & Events Distribution

If you would like details of any of these services please do not hesitate to contact us via phone or email

DISTRIBUTION



Tailor made distribution to fit any budget. Targeting the correct demographic. Full coverage of Devon and Cornwall

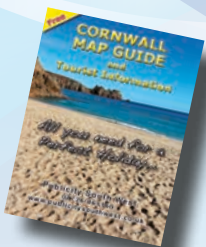
TOURISM APP



Advertise in Devon and Cornwall's most popular tourism App. The "Explore Cornwall" and "Explore Devon" App will give you the chance to boost your business using one of the most up and coming formats available.

CORNWALL & DEVON MAP GUIDES

Designed, Printed and Distributed by PSW, these guides give the opportunity for all businesses, large or small, to advertise across the whole of the South West in a high quality, professionally designed publication, for as little as £100 all in.



DOOR 2 DOOR

A specialist residential door 2 door delivery service to promote special offers, new businesses or events.

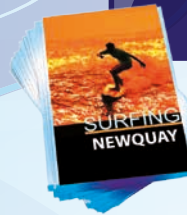


GRAPHIC DESIGN



Our graphic design team will create your vision from start to finish with fresh inspirational ideas to meet today's competitive market.

STREET CAMPAIGNS



Our professional team of distributors will promote your attraction or event in busy high streets and high footfall tourist hotspots, handing out flyers and putting up posters.

CORPORATE MERCHANDISE



We offer a full range of staff uniforms, stickers, posters, banners, street signs, office stationery and many more products for your business.

PRINTING

We can give you a competitive price for quality colour printing at **extremely low prices as we print over 6,000,000 leaflets each year and deliver 15,000,000.**

If you already have a print price we are certain we can beat it.

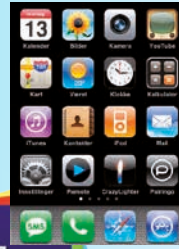
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Publicity South West

Tourist Information
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Events Distribution

Tourism Apps

iOS 7



ANDROID

Advertise on Cornwall or Devons
number one tourism App.

The Explore Cornwall and Explore Devon App
will give you the chance to boost your business
using one of the most up and coming formats
available.



Applications or (Apps) are a relatively new and fast growing platform for advertising. Our Explore Cornwall and Explore Devon apps will be accessible on all smart phones, tablets, home computers and laptops and will offer a complete guide to each county from booking accommodation to checking out the best beaches or planning a family day out to one of our fantastic attractions. If you would like an app for your business our team of highly skilled developers can build one to fit your needs.

The Explore apps will be available for free download from Google play and The App store and you can jump on board for as little as £75.



www.explorecornwall.com

www.explored Devon.com

www.publicitysouthwest.co.uk

Publicity South West

Tourist Information & Events Distribution

Targeted
All-year
Leaflet Delivery

26 YEARS PUBLICITY EXPERIENCE

Leaflets delivered throughout the Westcountry at affordable prices. You can benefit from our considerable experience in the delivering and printing of leaflets over the last 26 years. We are now one of the South West's largest independent leaflet distributors, delivering over 200 different titles. We regularly service and top up the leaflets to help you get the maximum effect from your advertising material. All leaflets left on site are carefully recorded on our hand-held computers as the delivery is made. A detailed report with analysis will be available at the end of your campaign. Our large staff of well-trained employees will enthusiastically present your leaflets, whether they number a thousand or over a million.



How often do we visit the sites?

We grade our sites as to location, classification, footfall and pick-up to ensure their individual requirements are catered for. They will then be serviced weekly, two-weekly or monthly as needed. This ensures that they are well presented and stocked up all year round.

Welcome/Bedroom Packs

These are packs of leaflets in a re-sealable polythene bag, placed in Hotel bedrooms, Self-Catering accommodation and also given out from Holiday Park and Hotel receptions. They are very effective as the tourists really want to have a ready-made guide for them and the packs reach everyone coming into either the Hotel, Holiday Park, B&B, Self-Catering Cottage or Holiday Let. To make sure tourists keep hold of the pack we include a map, and also a guide to the area where the pack has been delivered. Welcome Packs are one of our most effective forms of advertising.



Display Stands & Boxes

We have many different types of well-designed display stands. Each one is selected individually for each site so that the leaflets are displayed in such a way as to create the maximum impact. We also have many stands in exclusive sites, reserved specifically for us. Individual dispensers can be delivered to selected sites in your area, giving a real local boost to your attraction.

Dispensers can be custom-designed to suit your own special requirements.

This creates a lot more interest in your business by keeping you in the public eye.

Poster Delivery and Printing

A good poster campaign increases leaflet pick-up. Where possible we will personally put the poster on display and supply a list of where they have been delivered. Our experience in this field ensures we can also design and print posters that will hold the attention of your potential customer base.

10,000 SITES THROUGHOUT THE SOUTH WEST, INCLUDING:

- Hotels
- Guest Houses
- Campsites
- Holiday Parks
- Service Stations
- Food Takeaways
- Leisure Centres
- Tourist Information Centres
- Bus and Train Stations
- Public Houses
- Cafes & Tea Rooms
- Supermarkets
- Restaurants
- Holiday Cottages & Lets
- Golf Clubs
- Tourist Attractions
- Holiday Villages
- Airports
- Libraries
- Ports
- B & B's

Cornwall Office: Unit 6, Victoria Gardens, St. Columb Road, St. Columb, Cornwall, TR9 6QR
North Devon Office: Kingsley Garage, Atlantic Way, Westward Ho! North Devon EX39 1HX.
South Devon Depot: Culver Park Nurseries, Plymouth Road, Rattery, Devon, TQ10 9LL

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Publicity South West

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&
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Printing
Graphic Design

Graphic Design

Our graphic design team
will create your vision
from start to finish with fresh
inspirational ideas to meet
today's competitive market.



Printing

We can give you a competitive
price for quality colour printing at
extremely low prices as **we print over
6,000,000 leaflets each year and
deliver 15,000,000.**

If you already have a print price we are
certain we can beat it.

Tourist Information & Events Distribution

Distribution Reports



Publicity South West
DISTRIBUTION REPORT
2014

Your company

[illegible][illegible]

Distribution by Site Classification

Site Classification	Count	Percentage
Hotel	331	22.3%
Holiday / Caravan Park	298	20.1%
Guest House	205	13.8%
Tourist Attraction	118	7.9%
Holiday Accommodation	87	5.9%
Restaurant / Cafe	72	4.9%
Miscellaneous	42	2.8%
Tourist Information Centre	40	2.7%
Supermarket	29	2.0%
Garden Centre	23	1.5%
Golf Club	16	1.1%
Art Gallery / Craft Centre	6	0.4%
5 Others	15	1.0%

- Individual sites visited
- Proportion of Hotels, Holiday Parks, etc visited
- Comparative Coverage of different post towns
- Analysis of individual post towns.
- Analysis of total distribution

Publicity South West

Tourist Information
&
Events Distribution

Free
Tickets

The 'Free Ticket' Scheme that says "Thank You" and also increases your footfall

Penleez Gallery & Museum
Penzance, Cornwall
2 Adults Free
Sat Free to everyone

Surf South West
Croyde, Devon
10% Discount per person

Trewithen Gardens
Probus, Cornwall
2 Adults Free

Pinetum Park &
Pine Lodge Gardens
St Austell, Cornwall
2 Adults Free

Tarka Pottery
Little Torrington, Devon
10% Off Studio Sessions

Wayside Museum
& Treway Mill
Lands End, Cornwall
2 Adults Free

Porteath Bee Centre
Wadebridge, Cornwall
2 Adults Free

Tapeley Park
Instow, Devon
2 Adults Free

West Somerset Railway
Minehead, Somerset
2 Adults Free
(Normal Ticket Days)

Screech Owl Sanctuary
Indian Queens, Cornwall
2 Adults Free

Torquay's Dinosaur World
Torquay, Devon
2 Adults Free

Wingz
Bird & Animal Sanctuary
Tresnail, Paig, Cornwall
2 Adults Free

Seaton Tramway
Seaton, Devon
2 Adults Free excluding
Aug & Special Event Days

Torrington Cycle Hire
Torrington, Devon
10% Off Bike Hire

Woodlands
Dartmouth, Devon
2 Adults Free

Stone Lane Gardens
Chagford, Devon
2 Free Adults

Trail Bike
Padstow, Cornwall
2 Adults Free (NOT July
Aug or Bank Hols)

Woolacombe Sheep
Dog & Falconry Display
Woolacombe, Devon
2 Adults Free
(June to Sept Only)

Southdown Adventure
Barnstaple, Devon
20% off per person,
per session

Trebah Gardens
Mawnan Smith, Cornwall
2 Adults Free

World of Country Life
Exmouth, Devon
2 Adults Free

Trewidden Gardens
Penzance, Cornwall
2 Adults Free

Yarak Birds of Prey
Cullompton, Devon
2 Adults Free

A Big Thank You

From the team at

Publicity South West

and all our customers
for displaying our leaflets



Valid from the 1/04/13 to 31/03/14
This section must be completed in ink in full.
Photocopies not accepted



Presented to
YOUR COMPANY NAME

Authorised by your Publicity South West
area representative

NAME.....

Devon & Somerset Office
PUBLICITY SOUTH WEST
UNIT 1 KINGSLEY GARAGE
ATLANTIC WAY WESTWARD HO!
BIDEFORD, DEVON
EX39 1HX
Tel: 01237 459444

Competitive Quality Printing
Leaflet and Poster Distribution
throughout the South West.
We can tailor a complete package
for you with payments to suit.
Give us a no obligation call

Head Office
PUBLICITY SOUTH WEST
UNIT 6 VICTORIA GARDENS
HEAD OFFICE
ST. COLUMB ROAD
CORNWALL TR9 6QR
Tel: 01726 861160

www.publicitysouthwest.co.uk

Can we be of service to you?

Please contact Publicity
South West for any of the
following:

Printing
Tourist Leaflets.

Design:
We can design your
leaflet & take professional
photographs.

Leaflet Distribution:
Cornwall, Devon and
Somerset covered
professionally and
economically in our
Display Stands and
Welcome Packs.



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Devon & Somerset Office
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UNIT 1 KINGSLEY GARAGE
ATLANTIC WAY
WESTWARD HO!
BIDEFORD
DEVON EX39 1HX
Tel: 01237 459444

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**Explore
Devon & Cornwall**

High Quality publication
at a very low price!



Explore Devon & Cornwall Guides enable your establishment to appear in a high-profile, High Quality publication at a very low price. They have a print run of 25,000 in each area, enabling an effective display all around your area, with the potential of reaching 50,000 individuals or more with every edition. Our dispensers, stands and Welcome Packs are designed for optimum pick-up of leaflets and are regularly topped up. They can be found in Supermarkets, Tourist Information Centres, Holiday Parks, Guest Houses, Campsites, Food Takeaways, Public Houses, Cafes, Tearooms, Restaurants, Golf Clubs, Tourist Attractions, Holiday Villages, B&B's, Laundrettes, Leisure Centres and more. **They also serve as the front cover for our highly successful Welcome Packs, which are placed in bedrooms and handed out at Holiday Parks and Hotel Receptions. The Map Guide is printed in the Spring and displayed in our stands until all the guides have been picked up.**

Designed, Printed and Distributed by PSW,
these explorer guides give the opportunity for all businesses,
large or small, to advertise across the whole of the South West
in a high quality, professionally designed publication,
for as little as £100 all in.

Publicity South West

Tourist Information & Events Distribution

File
and Artwork
specification 2014



Fonts are required to be embedded within a supplied PDF in order to maintain the typographical accuracy of the designers artwork. If a font is not embedded then this could lead to illegible or missing characters or words.

General recommendations

In order to avoid any issues when processing files follow these simple recommendations:

- Always set your PDF engine to error when a font cannot be embedded.
- Always embed all fonts.
- Always embed complete fonts, do not subset fonts. This ensures that all font encodings are added to the PDF and if any post PDF editing is required the font is available.

How Do I Embed

Applications such as Indesign and Quark will automatically embed fonts when using PDFX1a_200x settings. It is a requirement of the PDFX1 protocol to have fonts embedded. If using applications such as Publisher to prepare PDFs ensure that the export options in the PDF setting is set to "include all fonts".

Images in PDF files

The most common problems identified when receiving images in PDFs are:

- Resolution of a grayscale or colour image is lower than 144 dpi.
- Resolution of a lineart image is lower than 600 dpi.
- RGB (or other wrong colour space) is used.
- OPI comments are used.

In a busy design environment the last thing anyone needs on press day is a request from the printer to resupply pages based on the types of problems listed above. It is important therefore to ensure that the images being placed in the artwork are correct before assembling the document and making the PDF.

Resolution

Image resolution is probably the most confusing of all. Just because an image has a high dpi (ppi) content, it does not necessarily mean that the image quality is good. A poor 72dpi image that has been resized to 300dpi in Adobe Photoshop does not magically improve the quality of the image. Resolution however is a useful guide as to the printability of an image. The more dots that are available potentially the sharper the image will be in the printed process.

Recommended resolutions are:

- 300 dpi/ppi for grayscale and colour images
- 600-1200 dpi/ppi for lineart images

Creating images in excess of these values will not necessarily improve the quality of the printed product, but will considerably increase the size of the PDF created.

- If you are in any doubt about the suitability of your image, check the PDF at a size of between 150-200% in Adobe Acrobat. If you are happy with the quality of the image on screen then you may proceed to submission to press.

What colours should I supply?

It is a common mistake to include colour spaces that do not match the printing requirements of a job. Before producing any PDFs ensure that the colours used in your document are correct for the type of printing you require. Under normal conditions the only colours that should be available within the PDF are CMYK and/or Pantone.

Avoid using calibrated colour, indexed or RGB colours, or custom profiles within your files. These colour spaces require post PDF conversion and can give undesirable colour results in the final product.

Simple Checklist

- make sure fonts are embedded
- make sure images are high resolution ie 300ppi for photographs 600ppi for lineart
- make sure colour images are cmky.



Publicity South West can take in files supplied in the following formats and make a PDF:

- in-design
- illustrator
- photoshop
- word

please remember to supply with any files used images and logo's etc along with the file.

Adobe PDF specification for PDF's supplied to PSW

Use this site for more information on PDF creation
www.ppa.co.uk/resources/guides-and-standards/production/pass4press/

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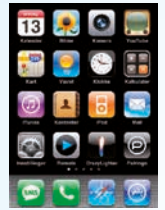
Small 4 images,70 words @ £75+vat ☐

Medium 6 images 100 words @ £149+vat ☐

Large 8 images 200 words @ £199+vat ☐

Unlimited changes £20 ☐

Explore Devon & Cornwall Apps 2014



Tourism
Apps Contract

Select Region(s) you want
to be included in

Devon ☐

Cornwall ☐

What category does your business fall under?

1. Company Name

2. Date

3. Title

4. Full name and Position

5. Address

6. Post Code

7. Telephone No

8. E-mail (for invoices and statements)

Contact

Invoice

9. Cheque enclosed for

PSW Representative

10. Customer's Signature

New Customer ☐

I agree to the above conditions, and to pay the stated amount by the date given.
I am authorised to sign on behalf of the company.

Sign Here

Cornwall Office: Unit 6, Victoria Gardens, St. Columb Road, St. Columb, Cornwall, TR9 6QR
North Devon Office: Kingsley Garage, Atlantic Way, Westward Ho! North Devon EX39 1HX.
South Devon Depot: Culver Park Nurseries, Plymouth Road, Rattery, Devon, TQ10 9LL

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Publicity South West

Tourist Information & Events Distribution

Extra Layout
instructions



Additional Distribution / Design Details:

(Note: images need to be High Resolution ie above 300ppi)

Contracts run from 1st January to 31st December. 12 equal payments starting in January by Standing Order at no extra charge. Standing Orders cancelled or unpaid during contract period will incur £25 reinstatement charge. Monthly invoice payment can be arranged with 2% admin. charge. Late payments will be surcharged with admin costs of 5%. Leaflets are displayed in our stands from 1st January to 31st December. We reserve the right to remove leaflets from our stands if payments are not paid. Leaflets need to be delivered to our depot preferably 4 weeks before your opening dates to provide sufficient time for distribution. Delivery of leaflets should be notified in advance, enabling us to have staff available on site to offload. Special collection arrangements incur an additional charge. Failure to supply the leaflet quantities specified does not affect the total price of contract. Please note that every care is taken to keep leaflets in good condition but insurance of your leaflets is not included. Please ask for separate insurance quote if required. All prices are based on current fuel prices and government legislation and we reserve the right to make changes to this contract to cover unforeseen costs.

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