

Lyme Regis Regatta And Carnival Committee

Secretary: A Vian, 2 Hays Close, Lyme Regis, Dorset DT7 3NJ
www.lymeregiscarnival.co.uk

Tel: 01297 445132

Kathryn Haskins
Alexandra Hotel and Restaurant
Pound Street
LYME REGIS

May 2012

Lyme Regis Regatta & Carnival Programme - 2012

Dear Supporter

In 2011 you generously contributed to the success of Regatta & Carnival by taking an advertisement in the Carnival Programme. We are now putting together this year's Programme, and we are again hoping you will support us by advertising in this year's Programme. This will not only bring you to the attention of a large readership – last year we distributed nearly 2000 copies, many of which no doubt shared amongst several readers, but you also helped to **support local** groups and causes which contribute to making Lyme Regis such a vibrant and interesting community to work and live in.

In 2011 you selected a Full page inside back cover COLOUR advert, copy of which is enclosed. Our basic advertisement rates for this year have risen slightly as printing costs rise, but to show our appreciation of your loyalty, if you send your payment by 30th June, we are again offering a 5% discount (net charge rounded up to the next £, i.e. £76 for a 1/4 page colour ad would be reduced to £72)

Basic Rates

1/9 page £36 b&w/£42 colour

1/4 page £63 b&w/£76 colour

1/3 page £78 b&w/£92 colour

Half page £105 b&w/£140 colour

Full page £130 b&w/£185 colour

Inside cover £215 colour

Outside cover at £320 (colour)

We no longer charge for minor alterations to existing copy.

We hope you will place an advertisement this year, and would be very grateful if you could please complete and **email the booking form to lyme.regis.carnival@mac.com or print and post no later than 15th June.** If you are unable to place an advertisement this year, your help in returning the form would be appreciated so that we can plan the advertisement space in the Programme as efficiently as possible.

Whether you advertise or not, there are other Regatta & Carnival activities you may wish to support:

- **Would you take part in the “Spot The Window” competition?**
- **Would you consider joining in the Carnival Procession?** The number of “trade” entries in the Carnival procession has increased in recent years. but we like as many local societies and businesses as possible to take part. You don't need an elaborate float - one or two employees, with a placard or banner, all contribute to making the procession a real “occasion” There are **cash prizes for the best entries.**
- **Would you sponsor an event, and receive a special rate for your advert in return?**

If you are interested in these activities, please indicate it on the attached form and we will contact you

A big “Thank You”, in advance, for your continued support.

Yours sincerely



Dave Edwards on behalf of Lyme Regis Regatta & Carnival Committee

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Lyme Regis Regatta & Carnival Programme - 2012 Booking Form

To : D Edwards lyme.regis.carnival@mac.com
Lyme Regis Regatta & Carnival Committee
L'Horizon
Upper Westhill Road
LYME REGIS DT7 3ER

- Yes** please: reserve me an advertisement the same as 2011, at a cost of £
The content is to be **exactly** the same as 2011.
- Yes** please: reserve me a similar advertisement to last year, at a cost of £
There are changes to the content. I have marked these up clearly on last year's advert.
Please make the changes for me .
- Yes please: I would again like to place an advertisement, but in a different format.
Please reserve me :

1/9 page at £36 (black and white) or £42 (colour)
1/4 page at £63 (black and white) or £76 (colour)
1/3 page at £78 (black and white) or £92 (colour)
Half page at £105 (black and white) or £140 (colour)
Full page at £130 (black and white) or £185 (colour)
Inside cover at £215 (colour)
Outside cover at £320 (colour)

I attach my preferred layout in the chosen size or will contact you to discuss making new copy

Send no money at this stage - we will invoice you in time to take advantage of the early payment opportunity, and a copy of the programme will be sent when available.

- Sorry, but we don't want to place an advertisement this year. *It would be helpful to know why you are not able to support us, if you select this option.*
- Yes, we'd like to sponsor an event or contribute a prize
- Yes, we'd like to take part in "Spot the Window"
- We will consider entering the Carnival Procession. Please send further details.

Kathryn Haskins

Alexandra Hotel and Restaurant
Pound Street
LYME REGIS

_____ Email
_____ Print name _____ Phone

Please give us your phone number/email address in case of any query