



## BOOKING FORM for Banner and Button Advertising on [www.skye.co.uk](http://www.skye.co.uk)

### Business Details

Business Name

Business Email

Business Website

Business Phone

Address

Town

Postcode

Contact Name

Contact Phone

- **Button Advert Images** should be provided where possible 150 pixels (w) x 120 pixels (h).
- **Banner Advert Artwork** should be provided as 500 pixels (w) x 60 pixels (h), RGB, 72dpi
- Images can be taken and resized from your website, and banner artwork can be done in house by SLM Ltd
- To identify your required advert position and reference codes, please refer to the list overleaf.

Product	Price + VAT		Qty	Advert Position Reference Codes	Start Date	Amount Due
	Member	Non Member				
Banner Advert - 12 months (Full size)	£540	£600				
Banner Advert - 12 months (half Size)	£288	£320				
Button Advert - 12 months	£225	£250				
Banner Artwork - if required	£ 25	£ 25		N/A		
Image Scans - each	£ 10	£ 10		N/A		
+ 17.5% Vat						
<b>Total Amount to pay</b>						

Cheques should be made payable to Skye and Lochalsh Marketing Ltd. Please return application form and cheque to the address below. A receipted VAT invoice will be issued by return.

I have read and agree to abide within SLM Ltd's Code of Conduct and business terms and conditions.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Return address: The Administrator, Aileen Robertson, SKYE & LOCHALSH MARKETING LTD,**  
SHOREPARK, LOCHBAY, WATERNISH, ISLE OF SKYE, IV55 8GD  
Email: [members@skye.co.uk](mailto:members@skye.co.uk) Phone: 01470 592219

Registered Office: SKYE & LOCHALSH MARKETING LTD, KING'S HOUSE, THE GREEN, PORTREE, ISLE OF SKYE  
IV51 9BS

A COMPANY LIMITED BY GUARANTEE, REGISTERED IN SCOTLAND NUMBER 242931



ADVERT PLACEMENT - Page codes			
Area regions - north west	AR-nw	Local Media Shop - film	LMS-f
Area regions - north east	AR-ne	Local Media Shop - music	LMS-m
Area regions - central skye	AR-c	Local Media Shop - books (NA)	LMS-b
Area regions - south skye	AR-ss		
Area regions - lochalsh	AR-L	Local Services	LS
Area regions - raasay	AR-r		
		Heritage - historical sites	H-hs
Accommodation	ACC	Heritage - myth & legend	H-ml
Accommodation - hotels & inns	ACC-hi	Heritage - archaeological sites	H-as
Accommodation - B & B, Guesthouses	ACC-bbg	Heritage - religion	H-r
Accommodation - self catering	ACC-sc		
Accommodation - hostels/bunkhouses	ACC-hb	Outdoor Activities	OA
Accommodation - camping & caravan	ACC-cc	Outdoor activities - at sea	OA-s
		Outdoor activities - mountains	OA-m
Ancestry & genealogy - ancestry	AG-a	Outdoor activities - landsports	OA-l
Ancestry & genealogy - genealogy	AG-g	Outdoor activities - families	OA-f
Arts & Crafts - home	AC	Romance & Weddings	RW
Arts & Crafts - artists	AC-a		
Arts & Crafts - craftspeople	AC-c	Travel & Island Hopping - getting here	TIH-gh
		Travel & Island Hopping - island hopping	TIH-ih
Boat Trips & Tours	BT-t	Travel & Island Hopping - travel operators	TIH-to
Disabled Access	DA	Trip Planning - maps & charts	TP-mc
		Trip Planning - guidebooks	TP-g
Festivals & Whats On - diary	FW-d	Trip Planning - brochures	TP-b
Festivals & What's On - festivals	FW-f		
Festivals & What's On -traditional events	FW-t	Visitor Attractions - museums & exhibit	VA-me
Food & Drink	FD	Wildlife & Outdoors - home	WO
Food & Drink - restaurants	FD-r	Wildlife & Outdoors - Geology	WO-g
Food & Drink - cafes	FD-c	Wildlife & Outdoors - Dinosaurs & Fossils	WO-df
Food & Drink - pubs	FD-p	Wildlife & Outdoors - wildlife watch	WO-ww
Food & Drink - brewers & distillers	FD-bd	Wildlife & Outdoors - marine life watch	WO-mlw
Food & Drink - local produce	FD-l	Wildlife & outdoors - birdwatching	WO-b
Gaelic Culture- language & culture	GC-lc	Winter	WI
Gaelic Culture- performance & music	GC-pm		
		Advertising	Adver
Gifts & Shopping	GS		
		Members	

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