



# Design specification

## Quotation for the Design of The Cotswolds Great Days Out Guide 2017

Please find below the design specification for the design of the Cotswolds Great Days Out Guide for 2017

Quotations by email or post will be accepted, but must be received by **12 noon Monday 16th September 2016.**

Anything received after this time will not be considered.

The successful quotation will be notified by Friday 30<sup>th</sup> September at the latest.

If you have not quoted before, please include links or hard copies of any examples of similar work that you have produced with your quotation.

Quotations should be sent to:

- [cotswoldstourism@cotswold.gov.uk](mailto:cotswoldstourism@cotswold.gov.uk)
- Cotswolds Tourism Team  
Cotswold District Council  
Trinity Road  
Cirencester  
Gloucestershire  
GL7 1PX

For more information please call 01285 623000

### Design specification

Note: All the items below must be included in the quotation

- Size:** A5 portrait likely to be at least 32 pages or more
- Design:** Contemporary design incorporating new Cotswolds Tourism branding to showcase the range of places to visit across area to visitors.
- Map:** Map of the area to be updated to show advertisers & towns/villages as appropriate
- Rate card:** Design of easy to use rate card including interactive version which encourages businesses to sign up to advertising.
- Sales:** Company to take full control of contacting advertisers, getting sales and recording data base accurately.
- Proofs:** Designing each advert for businesses including sending proofs and obtaining sign off.
- Digital version:** Produce a digital version for upload to website & Ebook
- Deadline:** Artwork ready by **Wednesday 14<sup>th</sup> December at the latest (TBC).**

Final artwork will be sent to chosen printer on by Friday 16<sup>th</sup> December latest (TBC) with view of taking delivery by end of December 2016.

Proof copies of the final document will be required.

To see the range of publications including the 2016 Cotswolds Great Days Out Guide visit: [www.cotswolds.com/partnership/marketing](http://www.cotswolds.com/partnership/marketing)



WEST OXFORDSHIRE  
DISTRICT COUNCIL

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