

# PENISTONE, PEAK and PENNINE TOURISM GROUP

www.ppptg.org.uk

www.visitpenistone.co.uk

## New edition of the foldout leaflet/map

The Penistone Peak and Pennine Tourism Group (PPPTG) will be publishing an updated version of the popular Visit Penistone leaflet in September.

This is the only combined leaflet and map that specifically promotes tourism in the Penistone area and has always been popular with visitors.

## Advertising

Because of its usefulness as a regular source of reference it's also proven to be one of the more effective methods of local advertising in print.

Advertising spaces are limited and PPPTG members have first refusal.

Any remaining space will be offered to invited non-members on a first-come first-served basis.

There are two types of spaces available: blocks surrounding the foldout map and half-pages within the main content.





## Rates

£60 per map block for PPPTG members + £30 artwork charge if necessary

£70 per map block for non-members + £30 artwork charge if necessary

£120 per half-page ad for PPTG members + £30 artwork charge if necessary

£140 per half-page ad for non-members + £30 artwork charge if necessary

Two adjacent map blocks can be bought but will still be charged at £60/£70 per block (+ any artwork costs)

We can design the ads for you in-house for a one-off fee of £30 each. If adjacent blocks around the map are used and the ad spreads across them, the artwork fee is the same, otherwise the charge is £30 per block.

Ads can be re-used in further editions of the leaflet without any further charges for artwork. The only cost would be for the placement of the ad itself *unless significant changes are made to the original version in which case an additional charge will be made.*



Example of ad for map.



Examples of half page ads (not to same scale as the map ad).

### Note for PPPTG members and advertisers who supported the previous edition.

Artwork for the previous ads is still available. If only a few changes are needed then it's likely that artwork fees will be less than the £30 mentioned above.



## Templates and formats

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If you prefer to design your own ad or use another designer, templates for inDesign, Illustrator and Photoshop can be provided.

All artwork should be supplied as PDFs, full-size jpeg or tiff files at 300dpi.

**PLEASE DO NOT SEND MICROSOFT WORD OR PUBLISHER FILES FOR PUBLICATION. These cannot be used for technical reasons.**

## Distribution

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To include

Penistone Library  
Barnsley Library  
Local pubs and cafés  
Penistone Paramount  
Penistone Town Council  
Local shops, post offices etc  
Attractions throughout the area

Other outlets and locations will be added in due course.

All members of the group will also have copies which will be distributed via their businesses.

## Contact

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If you are interested in advertising, please contact Stuart Gibbins at [info@ppptg.org.uk](mailto:info@ppptg.org.uk) or 07766 056 726.

*Please note that the layout and content shown here is from the original leaflet and is only included here for reference. The new version will feature new information and photographs where possible.*

## About the Penistone Peak and Pennine Tourism Group

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Established over 20 years ago, the Penistone, Peak and Pennine Tourism Group was formed by local businesses, individuals and managers of tourism destinations to promote awareness of the region and help boost the local economy.

The number of visitors to the area has steadily increased over the years and this is in no small part due to the efforts of the group in conjunction with other local partners.

To find out more about the group and how to join please visit [www.ppptg.org.uk](http://www.ppptg.org.uk).