

Love the Flavour Guide 2012

Preparations for the 2012 Guide are underway. Following the many positive comments received about the format of the 2011 Guide, the 2012 version will continue as a handy A6 pocket-size. The format of the entries will remain more or less the same. But we are introducing a number of enhancements:

- The Guide will be perfect-bound (like a magazine) rather than stapled, with a stiffer cover.
- There are more sections, with different categories of members. This makes entries easier to find.
- As there are more sections, there will be fewer entries in each section, making it easier to find your location on the section map.
- There are opportunities for entries in more than one category.
- There are more opportunities for different-sized advertisements.
- As demand has been so high, we are aiming to print 75,000 copies for distribution in 2012 (subject to membership numbers remaining at the current level).

FOR ACTION BY 14 FEBRUARY 2011!

You are eligible for *one* free entry in the Guide as part of your membership fee. **Please visit your directory entry on www.lovetheflavour.co.uk to check that your business name, address, contact details and short description are all correct, and either confirm this or let me have updates by email to admin@lovetheflavour.co.uk. It is also important that you let me know in which section you wish your free entry to appear in the Guide. You may appear in several categories free on the website, but you only have ONE free entry in the Guide.**

Sections:

Cafés & Tearooms	Delis & Farm Shops	Fruit & Veg
Fine Dining Restaurants	Wholesalers	Ice cream, Dairy & Eggs
Outside Caterers	Hotels & B&Bs	Meat & Poultry
Restaurants, Pubs & Bistros	Self-catering Accommodation	Prepared Meals
Weddings & Parties	Bakeries	Preserves, Sauces, Soup, Oils & Snacks
Home Delivery	Cider, Wine, Beer, Juices & Beverages	Cookery, Wine & Training Schools
Online Shopping	Confectionery	Experience Days & Visitor Attractions
Pick Your Own	Fish & Seafood	

FOR ACTION!

Would you like to promote your business further in the Guide by booking additional entries or advertising?
The opportunities are:

- **Single additional entry in same or another section (same or different wording) £60**
- **One-third page advertisement adjacent to your entry £120***
- **One-half page advertisement adjacent to your entry £160***
- **Full page advertisement £300***

*rate if you provide camera-ready artwork. Advertisement layouts and dimensions are attached. We can also produce artwork on request for the bargain price of £15 for one-third or one-half page, or £25 for full page advertisements.

All the above prices are subject to VAT.

Great rates for a 75,000 quality circulation!

Advertising spaces will be limited to keep the integrity of the Guide as a directory, and bookings will be secured on a first-come-first-served basis in each section. **Bookings will close on 14 February 2011 and all artwork be received by that date.**

Terms and conditions

Food & Drink Devon (FDD) members are eligible for one free entry as part of the membership fee. Members must ensure that their annual subscription has been paid for the forthcoming year and adhere to the following terms:

Copy: *Space is limited to approximately a 40 word description and full contact details including: contact name, address, e-mail, phone numbers, web address.*

It is the responsibility of the FDD member to supply copy with the correct word count for the guide before the copy deadline. If the word count is too high, this may result in the entry being rejected. Members will be notified of the copy deadline by e-mail. Members must ensure that the FDD administrator has the correct e-mail address.

In the event of failure by the member to deliver suitable content before the copy deadline, FDD at its sole discretion reserves the right to use content from another source or to repeat content already in its possession from previous years' guides placed by the member.

Payment for all additional entries and advertisements must be received by the published closing date. Artwork costs allow for 2 proof versions only.

Proofs: *Although every effort is made to avoid errors, should they occur FDD will not be liable to the member in any circumstances.*

Members will be given the opportunity to proof read their entry before print. It is the responsibility of the member to check the correctness of their entry in the guide. Only correction of errors in existing copy will be accepted at this time.

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