



BBC Good Food Show Chequebook 2014



Olympia, London
14-16 November 2014



NEC, Birmingham
27-30 November 2014

Atalink Ltd has been commissioned to produce the combined promotional chequebook for the BBC Good Food Show Winter 2014 and BBC Good Food Show London 2014 – incorporating Masterchef Live, Saturday Kitchen and Great British Bake Off.

BBC Good Food Show London will be at Grand Hall, Olympia, 14-16 November 2014, shortly followed by the UK's best-attended food and drink consumer exhibition, the BBC Good Food Show Winter at the NEC, Birmingham, 27-30 November 2014.

The chequebook will consist of full colour, attractively presented, detachable, response-orientated vouchers. The vouchers will contain genuine value added offers to the recipient that will promote special offers and competitions. Advertisers can choose to use their voucher in a variety of ways to suit their specific objectives (e.g. money off, % discount, call to action, BOGOF, free sample/trial, to drive traffic online, incorporate a QR code, data-capture etc).

Distribution will be conducted by the BBC Good Food Show Winter/BBC Good Food Show London Chequebook distribution team who will personally present visitors to the shows with a copy of the chequebook upon entrance. This method of distribution ensures the highest penetration and will be in the best interests of visitors and participating companies alike and will assist in maximising visitor response to advertisers' offers.

The BBC Good Food Show Winter/BBC Good Food Show London Chequebook offers participating companies a unique opportunity to promote their products and services to visitors of the shows.

LOYD GROSSMAN **INDIAN SAUCES**

Loyd Grossman combines the perfect harmony of flavours to make delicious classic curries.

Loyd Grossman Indian Sauces available - Tikka Masala, Korma, Balti, Madras, Rogan Josh, Jalfrezi, Dopiaza, Bhuna & Dhansak.

25p OFF

your next purchase of Loyd Grossman Indian Sauce

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Print run: up to 140,000
Cost per double sided voucher: £9,450

Ten Alps Publishing
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Website: www.tenalps.com

Company no: SC075133 (Scotland)
Registered Office: 7 Exchange Crescent, Conference Square,
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ADVERTISEMENT RATES AND MECHANICAL DATA

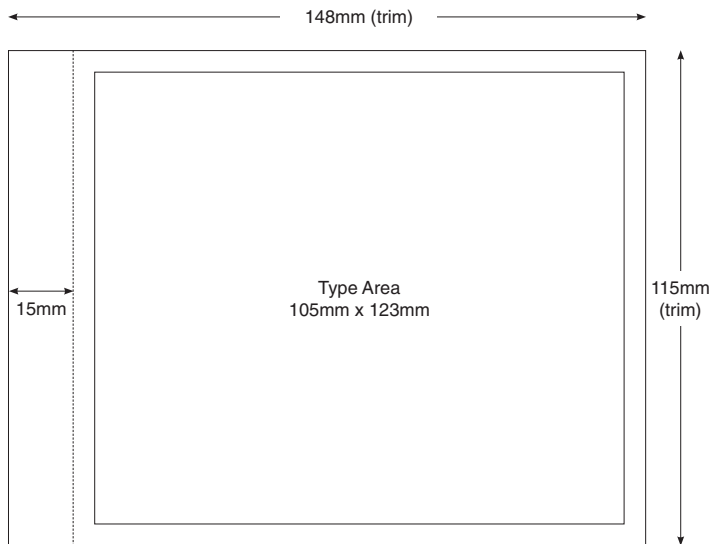
COST PER DOUBLE SIDED VOUCHER: £9,450

Trim size: 115mm deep x 148mm wide

Type area: 105mm deep x 123mm wide

Bleed: 121mm deep x 154mm wide

Please note: A 15mm 'cheque stub' is incorporated into the above mechanical data.
The stub will run from the spine of the booklet to the perforation.
On the reverse of the voucher the stub will appear on the right hand side.



PLEASE OMIT PERFORATION MARKS FROM DESIGN



Technical data

We require artwork as high resolution PDF with fonts outlined/embedded, CMYK at 300dpi, or CS5 Indesign (with all fonts and links). Rates are not inclusive of charges relating to additional production services.

Postal specifications:

Please note that the paper stock used for the voucher booklets does not allow individual vouchers to be used as reply postcards.

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