



VISITOR MAP RATE CARD 2026

Visit Staffordshire & Stoke-on-Trent

Our Staffordshire & Stoke-on-Trent Visitor Map is back for 2026, giving you a unique opportunity to promote your business as one of the best in the county!

Whether you are an attraction, food & drink business, retailer, or accommodation provider, you can feature in this comprehensive guide. With a print run of 100,000 and distribution across the Midlands and beyond, the Staffordshire Visitor Map gives your business national marketing exposure, at a price to suit your budget.

Advertising & sponsorship options

QUARTER PANEL £250 +VAT

46mm high x 89.5mm wide

Please provide:

- 1 image
- Description (123 characters inc. spaces)
- Contact details



BUSINESS NAME

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Address details, address details, address details, address
STXX XXX - PHONE NUMBER
Web address...

Ad template examples
(not actual size)



BUSINESS NAME

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Address details, address details, address details, address
STXX XXX - PHONE NUMBER Web address...

FULL PANEL £1,000 +VAT

202mm high x 89.5mm wide

- Please provide own artwork
(See specifications on page 2)

DOUBLE PANEL £2,000 +VAT

202mm high x 188mm wide

- Please provide own artwork
(See specifications on page 2)

BACK PANEL AD £3,000 +VAT

Prestigious back page full panel
Please provide own artwork

MAP SPONSORSHIP (POA)

Business logo on front cover
Business logo on internal map



• All bookings by 1st May 2026 . Artwork supply deadline Friday 8th May at 5pm.

To secure your booking, please contact:

Richard Swancott – richard.swancott@staffordshire.gov.uk/07890 894849

VISITOR MAP RATE CARD 2026 Specifications

Complete map printed size:
A2 folded to DL, 24 printed panels

Print run: at least 100,000

Distribution: In and out of
Staffordshire, at attractions, hotels,
supermarkets, transport hubs and other
high footfall locations.

Advertising specifications

Please follow the below if supplying
your own artwork...

QUARTER PANEL

Artwork size: 46mm high x 89.5mm wide
with no crop marks, bleed or keyline/border

HALF PANEL

Artwork size: 98mm high x 89.5mm wide
with no crop marks, bleed or keyline/border

FULL PANEL

Artwork size: 202mm high x 89.5mm wide
with no crop marks, bleed or keyline/border

DOUBLE PANEL

Artwork size: 202mm high x 188mm wide
with no crop marks, bleed or keyline/border

UNIQUE FULL BACK PAGE

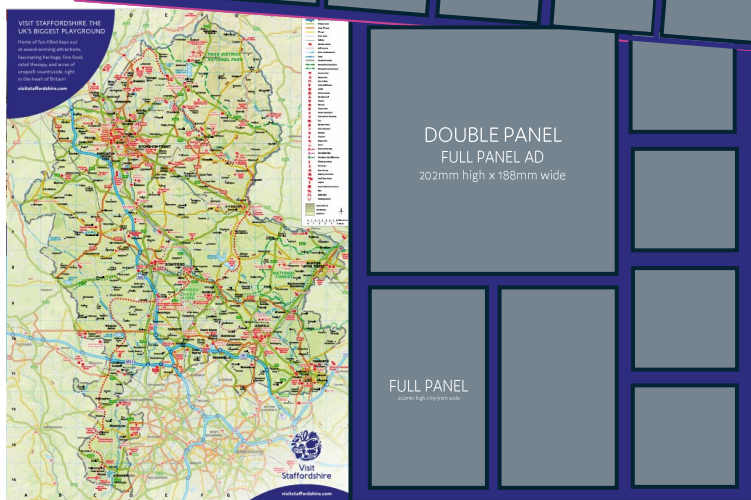
Artwork size: 210mm high x 99mm wide
with crop marks and 3mm bleed

Supplying artwork

Please supply all artwork by **Friday
8th May 2026 at 5pm** as a 300dpi print-ready PDF..



to richard.swancott@staffordshire.gov.uk



Terms and Conditions

Each advertiser, by submitting an advertisement, warrants that the advertisement does not contravene any Act of Parliament, the British Code of Advertising Practice or European Union Legislation.

It is the advertiser's responsibility to own copyright on any images.

All advertisers are responsible for checking their advert; otherwise, it will be assumed that the information is correct. It is the advertiser's responsibility to ensure all prices and availability as displayed are correct and honoured.

The Staffordshire & Stoke-on-Trent LVEP cannot accept any responsibility for errors not corrected by the advertiser at proof stage. Any amendments after this time will incur a charge.

In compliance with, Staffordshire County Council (accountable body) for and on behalf of the Staffordshire & Stoke-on-Trent LVEP: payment terms are 30 days from date of invoice.

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& Stoke-on-Trent