

Time for Wiltshire

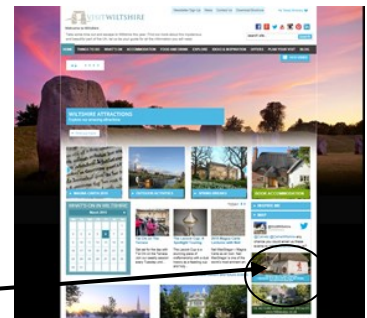
2015 / 2016 Online advertising

website | email | video

From just
£52.00 a
month

visitwiltshire.co.uk - Banner adverts

- Seen globally by over 1 million visitors in the last year and growing
- During 2015 the site will be developed, using responsive design for PCs, tablets and mobiles and given a fresh, clean new look incorporating our new brand positioning
- Is top in Google listings for many Wiltshire related holiday phrases
- All our campaigns and advertising drive visitors to our website
- Great way of guaranteeing visitors see your business first and that you are top of their mind when they plan their trip
- Provides a direct link to any page on your website
- Flexible monthly or quarterly adverts with discounts for multiple bookings



Home page banners £105 for one month £283.50 for 3 months

Featured page banners (Things to do, What's on, Accommodation, Food and Drink, Explore, Ideas and inspiration, Plan your visit) **£52 for one month £140 for 3 months**

NEW Online Opportunities

Featured accommodation adverts Feature your accommodation on the home page within featured accommodation slots **£105 per month**

Sub page features Feature your business on sub pages as a featured product **£52.per month**

Social Media Feeds Add your social media feeds to your product page **£50 per year**

Widgets Use a widget from our website to integrate Accommodation booking, What's on and Things to do functionalities into your own website. Adding these to your website will enhance your site and the user experience and hopefully convert into more bookings

Apps Target visitors when they are in the area with geo targeted push notifications from **£25**

Video Opportunities for video sponsorship

For more information contact Fiona Errington

Digital Marketing Services

We can now offer partners:-

Website consultations

Channel sites

Social media campaigns

To find out more please contact Fiona Errington

Targeted e-Newsletters

Our consumer database is continually growing, with over 50,000 names of consumers who have expressed an interest in Wiltshire. Within the newsletters we run **competitions, featured products, events and festivals and seasonal offers.**

Prices £105 per feature or £400 to sponsor an edition



All advertising subject to change, all rates are plus VAT, terms and conditions apply please see booking form

For further details on all opportunities please contact
fionaerrington@visitwiltshire.co.uk or call 01722 324780

visitwiltshire.co.uk

Time for Wiltshire

2015 / 2016 print advertising

Print opportunities

NEW - Time for Wiltshire visitor guide 2016

Incorporating our brand positioning we are planning to produce one destination guide. Reach more people and increase brand awareness by taking out a bespoke display advert or a standard format entry in our print.

Why Advertise?

Research shows that the guide has a major influence on converting possible visitors to actual visitors.

Inspirational brochure with editorial pages showcasing the best of Wiltshire, highlighting reasons to visit, where to stay and what to see and do. Due to be published January 2016.

- Targeted national and international distribution plan
- Requested through our advertising campaigns
- Available online as digital brochure
- Strong PR exposure

Advertising deadline 30 August 2015

Double page display advert £1,450	Full page inside pages £740
Full page back cover £1,060	Full page inside back cover £850
Half page £370	Quarter page £185
Standard entries - 1/12th page £65 or Double standard entry £130	



Sponsorship of themed editorial spread - prices on application

NEW - Time for Wiltshire visitor map 2016

Fold out map aimed at both staying and day visitors, highlighting days out, things to see and do, activities and more.

- Targeted national and international distribution plan
- Digital version on VisitWiltshire website
- Strong PR exposure

Full page back cover £1,060	Full page £740
Full page inside back cover £850	Half page £370
Quarter pages £185	

Standard entries 1/8th page entry **£95** or double standard entry **£185**

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Print Marketing Services

If you are interested in bespoke advertising packages or help with producing print we can help.

To find out more please contact
Fiona Errington

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Time for Wiltshire

2015 / 2016 thematic campaigns

Spring | Autumn | New Year

Following on from the success of our 2014 thematic campaigns for 2015 our campaigns will integrate our new brand positioning with our three key themes, Countryside, Romantic Getaways and City Breaks we plan to run three thematic campaigns, during shoulder months with a variety of integrated activity ranging from print, digital advertising, direct mail, national press, e-newsletters, competitions, web pages and social media. Look out in our updates for full details of each campaign.

Various options available from entry level at £80 up to sponsor level at £2,050

Late Spring campaign May/June 2015

Press Pause, It's time for Wiltshire

Targeting the UK short-break escape market, positioning Wiltshire as an ideal destination that will help put back what the rest of the week has taken out. Whether pressing pause is going out for a bike ride, relaxing in a spa, enjoying a Michelin starred dining experience or visiting one of our many attractions, events and festivals.

Autumn campaign October 2015

Made of England

Celebrates all of the timeless pleasures associated with England and available in Wiltshire, highlighting Wiltshire as a perfect short break destination, ideal for romantic getaways showcasing the range of quality food and drink offerings. Also emphasising the range of independent accommodation, shops, food and drink, history and heritage, events, arts, culture and festivals, activities, days out and evening entertainment.

New Year City campaign

January 2016

All elements will position Salisbury as a perfect short break destination, highlighting heritage, emphasising the range of independent accommodation, shops and food and drink, history and heritage, events, arts, culture and festivals, activities, days out and evening entertainment

Full campaign details to follow

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For further details on all opportunities please contact

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Time for Wiltshire

2015 / 2016 Groups and travel trade

Print | Exhibitions | Adverts | Online

Ask about our
Travel Trade
Package from
just £275

Group Visits & Travel Trade Guide 2016

- Targeted 8,000 distribution
- Distributed at major Travel Trade exhibitions and travel trade educational visits to the county
- PR exposure
- Sent out to our groups mailing list and bought-in travel trade database
- Digital version on VisitWiltshire website

Full page back cover **£640**
Full page inside back cover **£425**
Double page inside spread **£420**

Full page inside pages **£210**
Half page inside pages **£105**

Exhibitions

Join us at key exhibitions under the Wiltshire umbrella to gain exposure to group travel organisers at prime times of the year

World Travel Market: Excel London 2 - 5 November 2015

Please contact Fiona Errington if interested in various options

Excursions: January 2016, Alexandra Palace, London Date to be confirmed

The premier one-day group travel exhibition.

Stand Share from **£475**
Literature distribution **£155**

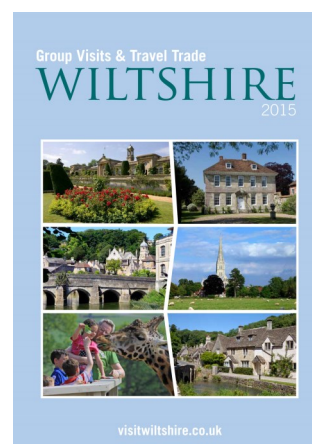
The South West Group Travel Show: Date and venue to be confirmed

Stand Share from **£205**
Literature distribution **£78**

Best Of Britain and Ireland: March 2016, Birmingham, date to be confirmed

Dedicated purely to domestic British and Irish tourism BOBI is a chance to meet GTOs, coach operators and tourism professionals armed with the budgets and necessary authorities to lavish on your packages and services.

Stand share with individual branding **£1,030**
Literature distribution **£155**



Travel Trade Adverts

Joint advertising campaign in our Autumn / Winter groups advertising campaign (Oct/Nov 15 & Jan 16) Various publications including online adverts
Feature in a Wiltshire advert **£450**

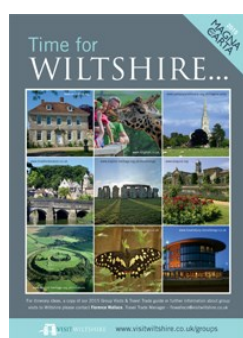
Website adverts

Advertise to group and operator on our website from **£52.00 per month**

Travel Trade E-newsletter

Feature in our travel trade quarterly e-newsletters. Distributed to targeted database of over 2500 contact. Dates - March, June, September, December 2015

£105 per edition



All advertising subject to change, all rates are plus VAT, terms and conditions apply please see booking form

For further details on groups and travel trade contact

flowallace@visitwiltshire.co.uk or call 01722 341309

visitwiltshire.co.uk