

# Time for Wiltshire

## 2016 / 2017 Online advertising

From just  
£55.00 a  
month

website | email | video

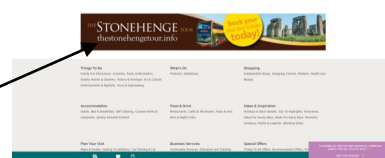
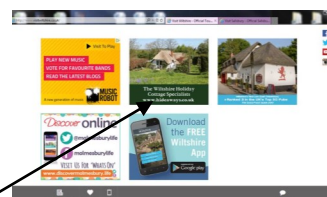
### visitwiltshire.co.uk - Banner adverts

- Seen globally by over 1.2 million visitors in the last year and growing
- Awarded Best Regional Tourist Board Website for 2015 by Travelmole
- 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

**Square home page banners £110 for one month £300 for 3 months, £595 for 6 months and £1050 for a year**

**Long home page banner adverts £150 for one month £405 for 3 months, £800 for 6 months and £1440 for a year**

**Featured page banners (Things to do, What's on, Accommodation, Food and Drink, Explore, Ideas and inspiration, Plan your visit) £55 for one month £150 for 3 months, £290 for 6 months and £525 for a year**



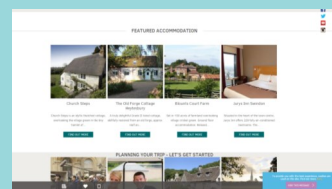
### NEW Online Opportunities

**Featured accommodation adverts** Feature your accommodation on the home page within featured accommodation slots £110 per month

**Home Page Town tab** link directly from our home page to your town website £2,000 per year

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

**Video Opportunities** for video sponsorship



### Digital Marketing Services

We can now offer partners:-

Website consultations

Channel sites

Social media campaigns To find our more please contact Fiona Errington

### Targeted e-Newsletters

Our consumer database is continually growing, with over 56,000 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 £110 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

## 2016 / 2017 print advertising

### Print opportunities

#### Time for Wiltshire visitor guide 2017

Incorporating our brand positioning we plan to produce a visitor guide and a visitor map. 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 2017.

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

#### Advertising deadline 30 August 2016

Double page display advert **£1,595**      Full page inside pages **£810**  
Full page back cover **£1,165**      Full page inside back cover **£935**  
Half page **£410**      Quarter page **£205**

**Standard entries** - 1/12th page **£72.50** or Double standard entry **£145**

Sponsorship of themed editorial spread - prices on application



#### Time for Wiltshire visitor map 2017

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 **£1,165**      Full page **£810**  
Full page inside back cover **£935**      Half page **£410**  
Quarter pages **£205**

**Standard entries** 1/8th page entry **£105** or double standard entry **£205**

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

#### 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

For further details on all opportunities please contact

[fionaerrington@visitwiltshire.co.uk](mailto:fionaerrington@visitwiltshire.co.uk) or call 01722 324780

[visitwiltshire.co.uk](http://visitwiltshire.co.uk)

# Time for Wiltshire

## 2016 / 2017 thematic campaigns

Spring | Autumn | New Year

Following on from the success of our 2015 thematic campaigns for 2016 our campaigns will continue to use our Timeless brand positioning. 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 £95 up to sponsor level at £2,250**

### Late Spring campaign May/June 2016

#### Be Here in No Time; It's time for Wiltshire

Targeting the UK short-break escape market, positioning Wiltshire as an ideal destination that is easy to get to for a well deserved short break. Whether your ideal break is calming, comforting, refreshing or bursting with high adrenalin excitement, its time for Wiltshire.

### Autumn campaign October 2016

#### Made of England

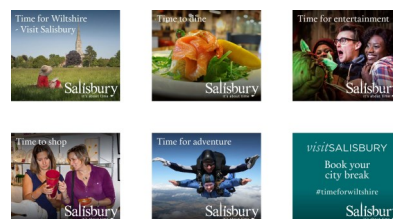
Celebrates all of the timeless pleasures associated with England and available in Wiltshire, highlighting Wiltshire as a perfect short break destination, ideal for romantic getaways showcasing the range of quality food and drink offerings. Also emphasising the range of independent accommodation, shops,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



### New Year City campaign

#### January 2017

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

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](mailto:fionaerrington@visitwiltshire.co.uk) or call 01722 324780

[visitwiltshire.co.uk](http://visitwiltshire.co.uk)

# Time for Wiltshire

## 2016 / 2017 Groups and travel trade

Print | Exhibitions | Adverts | Online

Ask about our  
Travel Trade  
Package from  
just £305

### Group Visits & Travel Trade Guide 2017

- 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 travel trade database
- Digital version on VisitWiltshire website

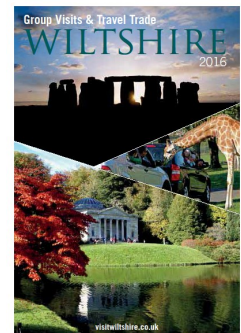
Full page back cover **£705**

Full page inside pages **£230**

Full page inside back cover **£470**

Half page inside pages **£115.50**

Double page inside spread **£460**



### 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 7-9 November 2016

Please contact Fiona Errington if interested in various options

#### British & Irish Marketplace (BIM), Hilton Park Lane, London, Tuesday 24 January 2017

ETOA event - One full day B2B workshop with pre-scheduled meetings. Please contact Flo Wallace if interested

#### Excursions: 28 January 2017, Alexandra Palace, London

The premier one-day group travel exhibition.

Stand Share from **£525**

Literature distribution **£170**

#### The South West Group Travel Show - February 2017 (venue and date tbc)

Stand Share from **£250**

Literature distribution **£85**

#### Great for Groups South - April 2017 (venue and date tbc)

Stand Share from **£450**

Literature distribution **£170**

#### Steve Reed Tourism Group Buyer Roadshow - April 2017 (venue and date tbc)

One day meet the buyer format event with one to one prescheduled meetings.

Stand and appointment schedule from **£349**



### Travel Trade Adverts

Joint advertising campaign in our Autumn / Winter groups advertising campaign (Oct/Nov 15 & Jan 17)  
Various publications including online adverts. Feature in a Wiltshire advert **£495**.



### Website adverts

Advertise to group and operator on our website **from £55.00 per month**

### Travel Trade E-newsletter

Feature in our travel trade quarterly e-newsletters. Distributed to targeted database of over 3000 contact. Dates - April/May, August/September, December/January  
**£110 per edition**

### B2B Consultancy and Business Representation

Please contact Flo Wallace if you would like to discuss developing a trade strategy or you are looking for additional trade support.

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](mailto:flowallace@visitwiltshire.co.uk) or call 01722 341309

[visitwiltshire.co.uk](http://visitwiltshire.co.uk)

