

Merry Bristmas Advertising Opportunities – November and December

Booking Deadline: 29th September

Artwork Submission Deadline: 13th October

Campaign Partner - Two Available £5,000+vat per package (All Members)

Advert Type	Placement/Stats	Requirements
One Featured Tile	Top row featured advert on the campaign landing page.	One image required (610 wide x 600 high)
One campaign landing page Web Banner	Links directly through to your own website.	Artwork ready advert to be provided by businesses (300 x 300) with URL.
One 'Don't Miss' Feature	Positioned within the Things to Do drop down. Links through to your business listing.	One high resolution landscape image, images automatically crop to size.
One Solus E-Newsletter	Database of 17.1k subscribers	Articles written by businesses and submitted to the Visit West team; they will then be set into our template. Examples available on request.
One Dedicated Blog Post	Supported with paid for social posts.	Written by businesses and supported with images. Example: Read Blog Posts - Bristol (visitbristol.co.uk)
Inclusion in round-up Blog Posts	Promoted across Visit Bristol's social channels	Our marketing team will ensure businesses are included within relevant blog posts.
Social Posts... <ul style="list-style-type: none"> One Instagram Grid Post One Facebook Post Four Instagram Stories 	139.2k combined followers	Copy and imagery will need to be supplied at the start of the campaign, per post.
Media launch event co-sponsor	Press release included in media pack and opportunity to present to the media.	Press release made available for our PR team; the team will then liaise directly to arrange guest speaker.
Press Release	Publishing of Press Release on Visit West	Business/Event specific Press Release provided by advertiser.
Inclusion in Press Release	Included within Visit Bristol's Press Release	Media team will ensure business is included.

Gold Package - Three Available £2,000+vat (Gold, Silver and Bronze Members) £1,800+vat (Partner Members)

Advert Type	Placement/Stats	Requirements
One Featured Tile	Advert on the campaign landing page, then click through to business or event listing	One image (610 wide x 600 high)
One Dedicated Blog Post	Supported with paid for social advertising	Written by businesses and supported with images. Example: Blog (Christmas) - Visit Bristol
One 'Don't Miss' Feature	Using dedicated Blog Post the advert will feature top position in drop down	One landscape image
Inclusion in round-up Blog Posts	Promoted across Visit Bristol's social channels	Our marketing team will ensure businesses are included within relevant blog posts.
One E-Newsletter Feature	Database of 17.1k subscribers	One high resolution landscape image with up to 30 words.
One E-Newsletter Banner Advert	Database of 17.1k subscribers	Artwork ready required. Dimensions are (200 x 200) along with URL.
Social Posts... <ul style="list-style-type: none"> One Facebook Post Four Instagram Stories 	139.2k combined followers	Copy and imagery will need to be supplied at the start of the campaign, per post.
Inclusion in Press Release	Included within Visit Bristol's Press Release	Media team will ensure your business is included.

Silver Package - Four Available

£1,250+vat (Gold, Silver and Bronze Members) £1,050+vat (Partner Members)

Advert Type	Placement/Stats	Requirements
One Featured Tile	Presence on campaign landing page with click through to business listing	One high resolution image.
One E-Newsletter Feature	Database of 17.1k subscribers	One high resolution landscape image with up to 30 words.
One Featured Advert	Advert on the Homepage, will then click through to business or event listing	Artwork to fit a circular space. High resolution square image will crop down.
One Featured Advert	Advert on Things to Do page, will then click through to business or event listing	One image (610 wide x 600 high)
Social Posts <ul style="list-style-type: none">Three Instagram Stories	139.2k combined followers	Copy and imagery will need to be supplied at the start of the campaign, per post.

Bronze Package - Eight Available

£500+vat (Gold, Silver and Bronze Members) £300+vat (Partner Members)

Advert Type	Placement/Stats	Requirements
One Featured Advert	Presence on What's On page with click through to business listing.	Our marketing team will activate. Please specify which listing.
One E-Newsletter Banner Advert	Database of 17.1k subscribers	Artwork ready required (200 wide x 200 high) with URL.
Social Posts <ul style="list-style-type: none">One Instagram Stories	139.2k combined followers	Copy and imagery will need to be supplied at the start of the campaign.

Please note: It is advisable that all images supplied are that of a Christmas theme and sent via WeTransfer due to email restrictions and limitations. We also advise all artwork ready E-News Banner Adverts have a clear and precise call-to-action with eye catching imagery.