Bath at Christmas 2024 – Advertising Opportunities

**Campaign Dates:** November and December

**Booking Deadline** - Thursday 26th September, all bookings are on a first come, first served basis. There are a limited number of spaces so please don’t leave it too late.

**Artwork** – all artwork must be submitted by no later than Monday 14th October in one file (We Transfer, One Drive or attached on an email is fine), we cannot accept one off pieces. If artwork is late this will cause loading delays and scheduling changes.

**Campaign Partner – Two Available**

Partner Member – £4,800+vat  
Gold, Silver and Bronze Member -£5,000+vat

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| **Advert Type** | **Placement/Stats** | **Requirements** |
| One Web Banner | Situated on the campaign landing page | Artwork ready required (1220 wide x 380 high px) along with URL. |
| One Dedicated Blog Post | Supported with paid for social advertising. | Written by businesses and supported with images. Example: [Blog - Visit Bath](https://visitbath.co.uk/blog) |
| One Solus E-Newsletter | Database of 39,700 subscribers.  Average open rate of 55.82% and average click through rate of 8.33% this year so far. | Articles written by businesses and submitted to the Visit West team; they will then be set into our template. Examples available on request. |
| Panoramic Advert | Prominent advert situated on the campaign landing page. | One image (1920 wide x 1080 high px) with copy of up to 40 words. We also ask that the image is free from graphics. |
| Social Posts   * One Instagram Grid Post * One Facebook Post * Four Instagram Stories | 131k combined followers | Copy and imagery will need to be supplied at the start of the campaign, per post. Reels, videos and stills all acceptable for IG stories. |
| Press Release | Publishing of businesses Press Release on Visit West | Business/Event specific Press Release provided by advertiser. |
| Inclusion in Press Release | Included within Visit Bath’s Press Release | Media team will ensure business is included. |
| Inclusion in round up Blog Post | Promoted across Visit Bath’s social channels | Our marketing team will ensure businesses are included within relevant blog posts. |
| Media launch event co-sponsor | Press release included in media pack and inclusion in launch presentation. | Please forward your press release as soon as available, our PR/Media team will distribute. |

**Gold Package – Three Available**

Partner Member - £1,800+vat  
Gold, Silver and Bronze Members - £2,000+vat

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| **Advert Type** | **Placement/Stats** | **Requirements** |
| One Top Row Advert | Enhanced advert on the campaign landing page, traffic through to your business listing. | Confirmation of listing, we can load an event or general business listing. |
| One Dedicated Blog Post | Supported with paid for social advertising. | Written by businesses and supported with images. Example: [Blog - Visit Bath](https://visitbath.co.uk/blog) |
| Inclusion in round up Blog Post | Promoted across Visit Bath’s social channels | Our marketing team will ensure businesses are included within relevant blog posts. |
| One E-Newsletter Feature Advert | Database of 39,700 subscribers.  Average open rate of 55.82% and average click through rate of 8.33% this year so far. | One image (325 wide x 203 high px) along with up to 30 words and URL |
| Social Posts   * One Facebook Post * Four Instagram Stories | 131k combined followers | Copy and imagery will need to be supplied at the start of the campaign, per post. Reels, videos and stills all acceptable for IG stories. |
| Inclusion in Press Release | Included within Visit Bath’s Press Release | Media team will ensure business is included. |

**Silver Package – Four Available**

Partner Member - £1,100+vat  
Gold, Silver and Bronze Members - £1,300+vat

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| **Advert Type** | **Placement/Stats** | **Requirements** |
| One Featured Advert | Presence on the campaign landing page with click through to business or event listing. | Our marketing team will activate, please specify which listing at the time of booking. |
| One E-Newsletter Feature | Database of 39,700 subscribers.  Average open rate of 55.82% and average click through rate of 8.33% this year so far. | One image (325 wide x 203 high px) along with up to 30 words and URL |
| One Featured Advert | Prime position feature on the What’s On page. This will click through to your business or event listing. | Our marketing team will activate, please specify which listing at the time of booking. |
| Social Posts   * Three Instagram Stories | 75k followers | Copy and imagery will need to be supplied at the start of the campaign, per post. Reels, videos and stills all acceptable for IG stories. |
| Inclusion in round up Blog Post | Promoted across Visit Bath’s social channels | Our marketing team will ensure businesses are included within relevant blog posts. |

**Bronze Package – Eight Available**

Partner Member - £350+vat  
Gold, Silver and Bronze Members - £550+vat

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| **Advert Type** | **Placement/Stats** | **Requirements** |
| One E-Newsletter Banner | Database of 39,700 subscribers.  Average open rate of 55.82% and average click through rate of 8.33% this year so far. | Artwork ready required (325 wide x 203 high px) including URL. Please note: a strong CTA and not too much text will be the most beneficial to yourselves. |
| Social Post   * One Instagram Story | 75k followers | Copy and imagery will need to be supplied at the start of the campaign, per post. Reels, videos and stills all acceptable for IG stories. |
| Inclusion in round up Blog Post | Promoted across Visit Bath’s social channels | Our marketing team will ensure businesses are included within relevant blog posts. |

**Terms and Conditions**

* All prices are per package and according to the business's membership level at the time of booking.
* Once bookings have been confirmed it is the businesses responsibility to submit all artwork in a timely manner and in line with the above requirements.
* If artwork is not received prior to the deadline, Visit West will use existing artwork kept on file from the member listing, unless the requirements are for artwork ready files. In which case these elements may be removed from the advertising package.
* Once submitted, artwork can only be changed due to factual errors in assets, otherwise an administration fee may be charged.
* Invoices will be sent once the booking deadline has closed, if you need purchase orders included, please send them ahead of the deadline.