



NewcastleGateshead
Initiative

NEWCASTLEGATESHEAD.COM
DIGITAL RATE CARD



CONTENTS

[DIGITAL RATE CARD - AT A GLANCE](#)

[BANNER ADVERTISING](#)

[PROMOTED LISTINGS](#)

[EMAIL ADVERTISING](#)

[DIGITAL PACKAGES](#)

[CONVENTION BUREAU ADVERTISING](#)

[CORPORATE ADVERTISING](#)

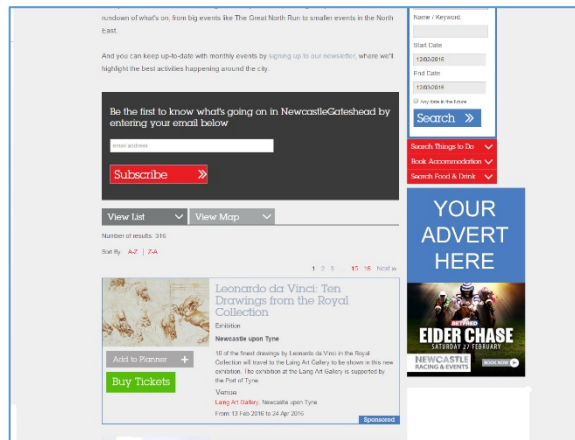
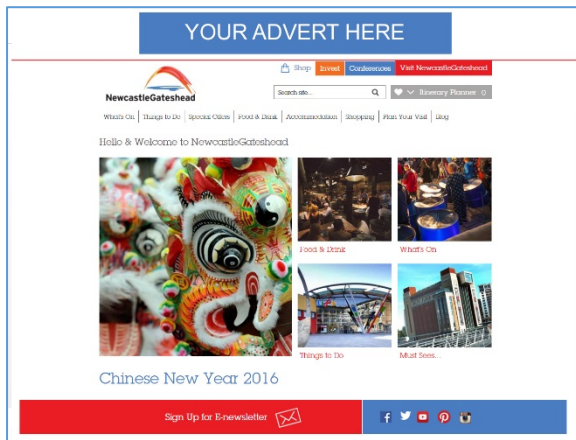
AT A GLANCE

Prices are exclusive of VAT

| Package | Non-partner | Bronze | Silver | Gold |
|--|-------------|--------|--------|--------|
| Header and MPU banner (per 800k impressions) | £1250 | £875 | £800 | £750 |
| Promoted listing (quarterly) | £810 | £567 | £525 | £486 |
| Promoted listing (six months) | £1,500 | £1,050 | £975 | £900 |
| Promoted listing (annual) | £2,580 | £1,800 | £1,668 | £1,536 |
| Solus email (local or out-of-region consumer database) | £500 | £350 | £325 | £300 |
| Email design service | £430 | £300 | £275 | £255 |
| What's On e-news banner (local or out-of-region consumer database) | £300 | £210 | £195 | £180 |
| Quarterly digital package | £1,950 | £1,365 | £1,265 | £1,170 |
| Six month digital package | £3,525 | £2,465 | £2,290 | £2,215 |
| Annual digital package | £6,020 | £4,200 | £3,915 | £3,610 |
| Header banner (newcastlegateshead.com/meet) | £230 | £161 | £150 | £138 |
| Solus email (event organiser database) | £500 | £350 | £325 | £300 |
| Meet on Tyne e-news sponsorship | £385 | £270 | £250 | £230 |
| Solus email (partners and stakeholders) | £665 | £465 | £432 | £399 |
| Your Network (partners and stakeholders) e-news banner | £250 | £175 | £162 | £150 |

BANNER ADVERTISING

WWW.NEWCASTLEGATESHEAD.COM



Are you looking to get your business, brand or products in front of a local and national audience? Did you know that our website - NewcastleGateshead.com - now receives over half a million hits every month from people across the region and the UK looking for things to do in the area?

Advertising on NewcastleGateshead.com will profile your business and reach your audiences; but importantly, will also help to support our work to market NewcastleGateshead on a national and international stage.

Banners include one header banner (see left picture) and one MPU banner (see right picture).

“By advertising on newcastlegateshead.com we have increased click-through rates to our website, as well as boosting general awareness of English Heritage on Hadrian’s Wall.”

Emily Railton, English Heritage.

PRICING

| | Non-partner | Bronze (-30%) | Silver (-35%) | Gold (-40%) |
|---------------------------|-------------|---------------|---------------|-------------|
| Cost per 800k impressions | £1250 + VAT | £875 + VAT | £800 + VAT | £750 + VAT |

800k impressions represents approximately one year’s worth of advertising on our website, depending on the amount of adverts running at one time. Monthly advertising is available and calculated pro-rata.

PROMOTED LISTINGS

WWW.NEWCASTLEGATESHEAD.COM

1 2 3 ... 14 15 Next >>

Leonardo da Vinci: Ten Drawings from the Royal Collection
Exhibition
Newcastle upon Tyne
10 of the finest drawings by Leonardo da Vinci in the Royal Collection will travel to the Laing Art Gallery to be shown in this new exhibition. The exhibition at the Laing Art Gallery is supported by the Port of Tyne.
Venue
Laing Art Gallery, Newcastle upon Tyne
From: 13 Feb 2016 to 24 Apr 2016

Add to Planner +
Buy Tickets

Percy Hedley Raceday
Talks
Newcastle upon Tyne
Start the weekend early and come racing at Newcastle Racecourse with friends or colleagues.
From: 8 Apr 2016 to 8 Apr 2016

Add to Planner +
Buy Tickets

Rihanna
Concert
Sunderland
Global music superstar Rihanna is returning to the North East following the announcement of her hotly-anticipated world tour.
From: 18 June 2016 to 18 June 2016

Add to Planner +

Sponsored

1 2 3 ... 17 18 Next >>

Segedunum Roman Fort, Baths and Museum.
Museum
Wallsend
Segedunum Roman Fort is the gateway to Hadrian's Wall. Explore the excavated fort site, visit reconstructions of a Roman bath house, learn about the history of the area in the museum and enjoy the view from the 35 metre viewing tower.

Add to Planner +

The Biscuit Factory
Gallery
Newcastle upon Tyne
Take a stroll around the UK's largest commercial art, craft and design gallery and finish your day of with tea and snacks at the Factory Kitchen.

Add to Planner +

Life Science Centre
Museum
Newcastle upon Tyne
The Life Science Centre is a must-see if you are visiting the region or for locals looking to be inspired. Attractions range from 4D Motion Rides to Gaming.

Add to Planner +

Sponsored

To ensure maximum exposure for your venue or event we offer *promoted listings* which appear above all other listings and really raise the profile of the featured businesses.

Up to three promoted listings are available in each of the following areas of the website: What's on, Things to do, Accommodation, Food and Drink and Shopping.

“In a three-month period, we saw a 112% increase in traffic YOY and a 227% rise in traffic from the previous three-month period.”

Alex Tocu, Beamish Wild.

PRICING

| | Non-partner | Bronze (-30%) | Silver (-35%) | Gold (-40%) |
|-------------------------------|--------------|---------------|---------------|--------------|
| Promoted listing (quarterly) | £810 + VAT | £567 + VAT | £525 + VAT | £486 + VAT |
| Promoted listing (six months) | £1,500 + VAT | £1,050 + VAT | £975 + VAT | £900 + VAT |
| Promoted listing (annual) | £2,580 + VAT | £1,800 + VAT | £1,668 + VAT | £1,536 + VAT |

EMAIL ADVERTISING

CONSUMER DATABASE

LAING
ART GALLERY

Leonardo da Vinci: Ten Drawings from the Royal Collection
13 February - 24 April
Laing Art Gallery, Newcastle upon Tyne

10 of the finest drawings by Leonardo da Vinci in the Royal Collection have travelled to the Laing Art Gallery in Newcastle upon Tyne to be shown in this new exhibition.

The works in the exhibition have been chosen to show the extraordinary scope of the artist's interests, from painting and sculpture to engineering, mapmaking, zoology, botany and anatomy, as well as his use of different media – pen and ink, red and black chalks, watercolour and metalpoint.

The exhibition at the Laing Art Gallery is supported by the Port of Tyne.

(Image caption: The expressions of fury in horses, a lion and a man c.1504-5 Royal Collection Trust / © Her Majesty Queen Elizabeth II 2016)

[Book Tickets >>](#)

DIRECT FROM THE WEST END
**THE UK'S BIGGEST
MAGIC SPECTACULAR
COMES TO SUNDERLAND**

IMPOSSIBLE

NGI
SPECIAL
OFFER

Get your message out to our 80,000+ strong consumer database which receive our exclusive What's On e-newsletter. Filled with information about new events, attractions, new businesses and announcements, it's a great way to reach a warm audience of local and out-of-region people interested in everything from nightlife and culture to eating out and what's on.

“Thanks to NGI’s e-shot we experienced more than a 200% increase in week on week ticket sales for our Christmas Tale event, exceeding our expectations.”

Mark Brassell, Alnwick Garden.

PRICING

| | Non-partner | Bronze (-30%) | Silver (-35%) | Gold (-40%) |
|---|-------------|---------------|---------------|-------------|
| Solus email (local or out-of-region database) | £500 + VAT | £350 + VAT | £325 + VAT | £300 + VAT |
| Email design service | £430 + VAT | £300 + VAT | £275 + VAT | £255 + VAT |
| What's On e-news banner | £300 + VAT | £210 + VAT | £195 + VAT | £180 + VAT |

SIX MONTH DIGITAL PACKAGE

- Six months of banner advertising
- Two solus emails (local or out-of-region database)
- Six month promoted listing
- One What's On email banner

| Six Months | Non-partner | Bronze (-30%) | Silver (-35%) | Gold (-40%) |
|---------------|--------------|---------------|---------------|--------------|
| Cost price | £4,150 + VAT | £2,905 + VAT | £2,698 + VAT | £2,490 + VAT |
| Package price | £3,525 + VAT | £2,465 + VAT | £2,290 + VAT | £2,215 + VAT |

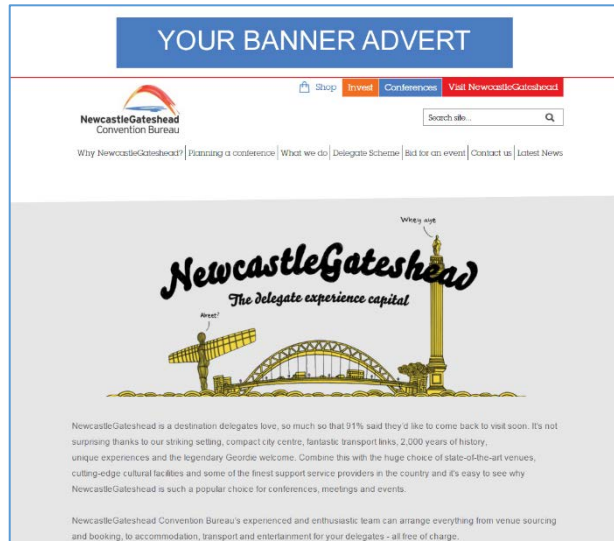
ANNUAL DIGITAL PACKAGE

- 12 months of banner advertising
- Three solus emails (local or out-of-region database)
- 12 month promoted listing
- One What's On email banner

| Annual | Non-partner | Bronze (-30%) | Silver (-35%) | Gold (-40%) |
|---------------|--------------|---------------|---------------|--------------|
| Cost price | £7,080 + VAT | £4,956 + VAT | £4,602 + VAT | £4,248 + VAT |
| Package price | £6,020 + VAT | £4,200 + VAT | £3,915 + VAT | £3,610 + VAT |

CONVENTION BUREAU ADVERTISING

WWW.NEWCASTLEGATESHEAD.COM/MEET



HEADER BANNERS

Make sure your venue or service is noticed by national and international event organisers from associations, corporations and agencies by advertising on NewcastleGateshead.com/Meet, the official business tourism website for NewcastleGateshead.

In 2015 the site attracted over 7,800 unique visitors searching for event venues and support services in NewcastleGateshead.

The website offers the opportunity for banner advertising, which runs throughout the Convention Bureau website in the prominent top-of-page position.

Banner advertising is sold on a monthly basis.

PRICING

| | Non-partner | Bronze (-30%) | Silver (-35%) | Gold (-40%) |
|--|-------------|---------------|---------------|-------------|
| Header banner (one month, approx. 1,400 impressions) | £230 + VAT | £161 + VAT | £150 + VAT | £138 + VAT |

EMAIL ADVERTISING

Get your message out to our 8,500-strong database of event organisers. You can choose between advertising in our regular Meet on Tyne e-newsletter or by sending your own solus email advertising your venue or service.

Meet on Tyne, NewcastleGateshead Convention Bureau's e-newsletter is issued five times a year. Filled with the latest information about what's happening with business tourism in

NewcastleGateshead, it's a great way to reach a large audience of national and international event organisers from associations, corporations and agencies.

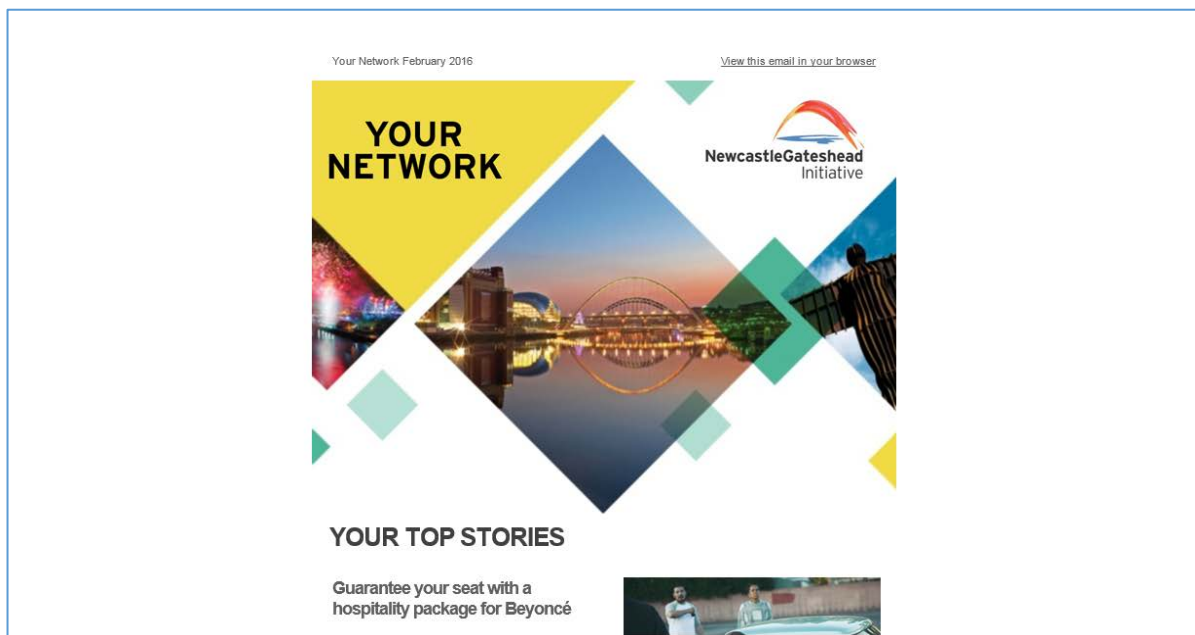
Your venue or service will be promoted prominently with banner space at the bottom of Meet on Tyne e-news, as well as a sponsored 'featured venue' story, making it one of the first things recipients see. It's an exclusive opportunity as only one advert will be included per e-news.

PRICING

| | Non-partner | Bronze (-30%) | Silver (-35%) | Gold (-40%) |
|----------------------------|--------------------|----------------------|----------------------|--------------------|
| Solus email | £500 + VAT | £350 + VAT | £325 + VAT | £300 + VAT |
| Email design service | £430 + VAT | £300 + VAT | £275 + VAT | £255 + VAT |
| Meet on Tyne e-news banner | £385 + VAT | £270 + VAT | £250 + VAT | £230 + VAT |

CORPORATE ADVERTISING

PARTNERSHIP DATABASE



Advertise your message to up to 1,800 key partners and stakeholders by sending a solus email to our partner database or by advertising in our monthly Your Network e-newsletter.

Your Network is our monthly business-to-business e-news bulletin that goes out to an audience of over 1,000 key partners and stakeholders. Filled with news stories and features, Your Network is all about keeping our industry partners connected and up to date. The Your Network template has space for a banner feature which can be highly targeted to our partner database, allowing your company to advertise a particular promotion or take sponsorship of the bulletin.

Alternatively, we offer a limited number of opportunities per year to email our database directly, using your own design, purely advertising your company's offer. We even offer a design service to make it even easier for you to target the region's key decision makers.

PRICING

| | Non-partner | Bronze (-30%) | Silver (-35%) | Gold (-40%) |
|----------------------------|--------------------|----------------------|----------------------|--------------------|
| Solus email | £665 + VAT | £465 + VAT | £432 + VAT | £399 + VAT |
| Email design service | £430 + VAT | £300 + VAT | £275 + VAT | £255 + VAT |
| Your Network e-news banner | £250 + VAT | £175 + VAT | £162 + VAT | £150 + VAT |

CONTACT

To book or discuss your options more fully, contact:

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