



NEWCASTLEGATESHEAD.COM
DIGITAL RATE CARD

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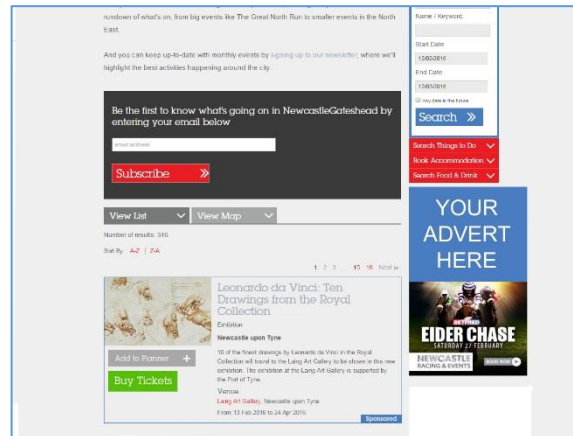
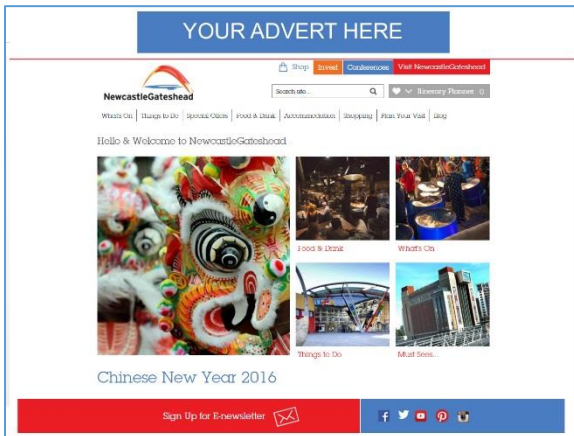
AT A GLANCE

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 Tynes 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
Life in Geordieland Blogger rate: 1 post	£210	£145	£135	£125
Life in Geordieland Blogger rate: 3 post	£500	£350	£325	£300

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](#)

Sponsored




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 +](#)

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 +](#)


Sponsored



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 +](#)

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

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

DIGITAL PACKAGES

WWW.NEWCASTLEGATESHEAD.COM AND 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 >>](#)

YOUR ADVERT HERE

NewcastleGateshead

Search: [input] [button]

Home | Things to Do | Events | Food & Drink | Accommodation | Shopping | Plan Your Visit | Help

Hello & Welcome to NewcastleGateshead

Chinese New Year 2016

Sign Up for E-newsletter [input] [button]

[social icons]

1 2 3 ... 17 18 Next >

Segeidunum Roman Fort, Baths and Museum.

Museum
 Wallsend

Segeidunum 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 +](#)

Sponsored

Digital packages offer you the chance to feature prominently across all of NewcastleGateshead Initiative's consumer channels, maximising exposure and ensuring that your event or product is seen by all of our consumers.

We offer an additional 15% discount on all packages, meaning they are not only a great way to widen your reach but fantastic value for money.

QUARTERLY DIGITAL PACKAGE

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

Quarterly	Non-partner	Bronze (-30%)	Silver (-35%)	Gold (-40%)
Cost price	£2,285 + VAT	£1,600 + VAT	£1,485 + VAT	£1,371 + VAT
Package price	£1,950 + VAT	£1,365 + VAT	£1,265 + VAT	£1,170 + 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

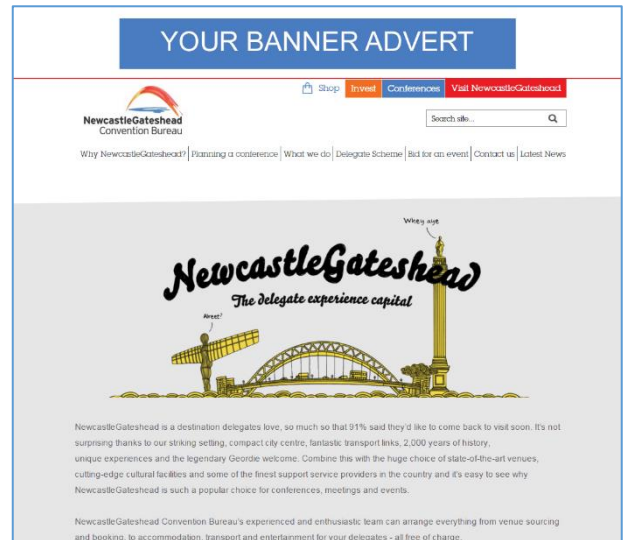
ANNUAL DIGITAL PACKAGE

- 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.

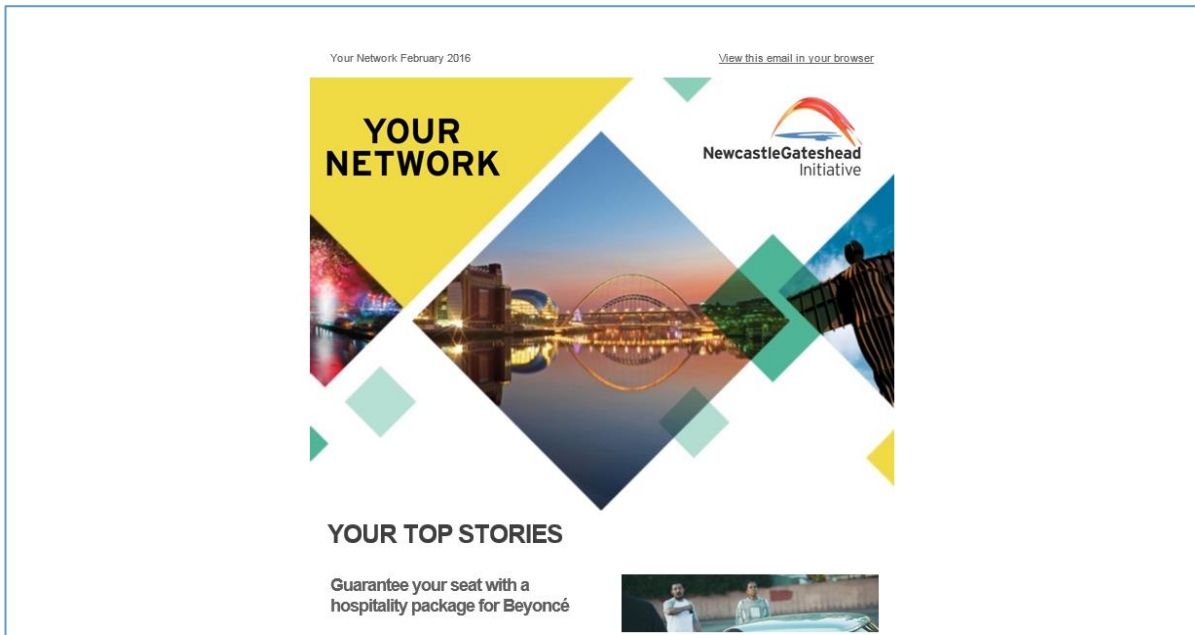
Your venue or service will be promoted prominently with banner space at the bottom of Meet on Tyne e-news, as well as a sponsored 'featured venue' story, making it one of the first things recipients see. It's an exclusive opportunity as only one advert will be included per e-news.

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.

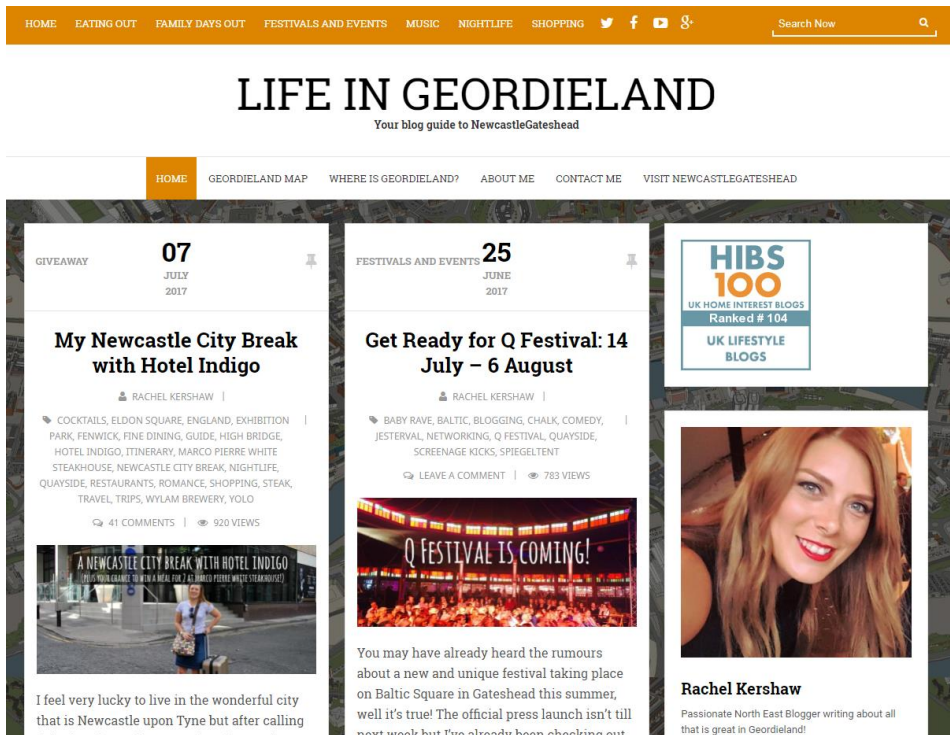
Alternatively, we offer a limited number of opportunities per year to email our database directly, using your own design, purely advertising your company's offer. We even offer a design service to make it even easier for you to target the region's key decision makers.

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

Blogger Rate

[LIFE IN GEORDIELAND](#)



Life in Geordieland is the go-to blog for NewcastleGateshead showcasing the very best of this vibrant region and revealing up-to-date, insider knowledge on everything from where to eat, drink and stay, to great nights out, shopping experiences and must-visit attractions. Life in Geordieland is a trusted authority on all things NewcastleGateshead, promoting the best of the region to the streams of city breakers and tourists flocking to Newcastle and Gateshead as well as providing the thousands of local leisure-seekers with top tips for what's on in their city.

Award-winning blogger, Rachel Kershaw writes Life in Geordieland on behalf of NewcastleGateshead Initiative and has been recognised for her knowledge and authority when promoting the region.

Life in Geordieland has an avid and engaged following of just under 3,000 on Facebook, nearly 5,000 on Twitter and a rapidly growing bank of followers on Instagram currently at 882.

If you would like your business to be featured on the Life in Geordieland blog, please contact Hannah Lambert (Hannah.lambert@ngi.org.uk) with details of your proposed blog, the company you are representing and your name.

Life in Geordieland: Domain Authority: 29 Page Authority: 39

View the blog: www.lifeingeordieland.com

	Non-partner	Bronze (-30%)	Silver (-35%)	Gold (-40%)
1 post	£210 + VAT	£145 + VAT	£135 + VAT	£125 + VAT
3 posts	£500 + VAT	£350 + VAT	£325 + VAT	£300 + VAT

Will also include one share on Life in Geordieland Facebook, Twitter and Instagram platforms per blog post.

CONTACT

To book or discuss your options more fully, contact:

Hannah Lambert, hannah.lambert@ngi.org.uk, 0191 4405727

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