



Digital Rate Card 2019/20

At a glance

Prices are exclusive of VAT

Consumer

| Packages | Partner | Non-partner | Page |
|--|-----------|---------------|-------------------|
| Quarterly digital package | £1,149 | £1,649 | 6 |
| Six-month digital package | £2,049 | £2,929 | 6 |
| Annual digital package | £3,379 | £4,829 | 6 |
| Solus email x 3 | £1,049 | £1,499 | 8 |
| Solus email x6 | £1,799 | £2,569 | 8 |
| Promoted listing (3 months) | £499 | £719 | 10 |
| Promoted listing (6 months) | £949 | £1,359 | 10 |
| Promoted listing (12 months) | £1,799 | £2,579 | 10 |
| Involvement with out-of-region campaign activity | From £400 | Partners only | Will be contacted |
| Life in Geordieland blog x 3 | £399 | £569 | 12 |

| Item | Partner | Non-partner | Page |
|--|---------|-------------|------|
| Header and MPU banner (per 800k impressions) | £499 | £719 | 14 |
| Solus email | £369 | £529 | 8 |
| Email design service | £319 | £449 | 8 |
| What's On e-news banner | £219 | £319 | 8 |
| Blog post on newcastlegateshead.com | £250 | £350 | |
| Life in Geordieland blog | £149 | £219 | 12 |

Business

| Package | Partner | Non-partner | Page |
|--|---------|-------------|------|
| Solus email (events organisers) | £369 | £529 | 18 |
| Meet on Tyne e-news banner | £169 | £399 | 18 |
| Solus email (UNDER REVIEW) (partners & stakeholders) | £489 | £699 | 20 |
| Your Network e-news banner | £179 | £259 | 20 |

“We’re very focused on digital advertising and working with NGI to maximise those opportunities is something we include in each year’s marketing mix without fail. From solus emails to banner ads, they make the process simple, are great to work with and the results speak for themselves.”

Marketing Manager,
WWT Washington

If you have any questions or would like to chat through a bespoke opportunity, please don’t hesitate to email Hannah Lambert hannah.lambert@ngi.org.uk.

CONSUMER-FACING OPPORTUNITIES

Digital packages

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

Prices from only

£1,149

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

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

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

Why choose a package?

You are looking for the best value for your marketing spend.

You want confidence that opportunities are available when you need them by booking in advance.

Solus email advertising

Consumer database

“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

Get your message out to our highly engaged, GDPR compliant consumer database who are keen for information about what's on in Newcastle, Gateshead and the wider region.

A solus email is a great way to reach either a warm audience of local or out-of-the-region people interested in everything from nightlife and culture to eating out and what's on.

Prices

6 x solus emails - from £1,799

Under £300 / email. Emails can be used any time within 12 months of purchase subject to availability


3 x solus emails - from £1,049

Under £350 / email. Emails can be used any time within 12 months of purchase subject to availability.


Solus email (single) - from £369

If you like **When Harry Met Sally** and **Sleepless in Seattle**, then you can't miss...

A second chance at love before the sun comes up...



Frankie and Johnny
in the Clair de Lune



MON 21 MAY - SAT 2 JUN

In a 1980s New York City apartment, two down-on-their-luck lovers are on a first date...

Frankie: Come on, how old are you?
Johnny: I don't know

Hardly sweethearts, waitress Frankie is

Also available

Solus email design service

Most of our clients supply HTML emails ready to send, however, if you'd prefer, we can design your email for you from only £319.

What's On e-news banner

Get more profile for your brand by including your banner in one of our own consumer e-newsletters from only £219.

Promoted listings

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

Alex Tocu, Beamish Wild

To ensure maximum exposure for your venue or event we offer promoted listings on newcastlegateshead.com 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 & Drink and Shopping.

Prices

Promoted listing (annual) - from £1,799

Promoted listing (6 months) - from £949

Promoted listing (quarterly) - from £499

Please note, you can change which event is promoted across the period you have booked for. You won't be limited to promoting a single listing. Important if you have multiple events or venues.

Time to Get Up Exhibition at Seven Stories
Exhibition
Ouseburn
Time to Get Up is a brand new, early years exhibition by Seven Stories, The National Centre for Children's Books, curated especially for children aged 0-4 and their families. For the first time, Seven Stories are using an entirely unique display...
Venue
Seven Stories, The National Centre for Children's Books, Ouseburn
From 29 Mar 2018 to 28 Mar 2019

Celebrity Dusty Duck Trail at WWT Washington
Easter
Washington
Discover WWT Washington's NEW Celebrity Dusty Duck trail – landing this Easter. From Thursday 29 March - Sunday 15 April the 14 six-foot-tall dusks designed by celebrities including Joanna Lumley, Michaela Strachan and CBeebie's Justin...
Venue
WWT Washington Wetland Centre, Washington
From 29 Mar 2018 to 15 Apr 2018

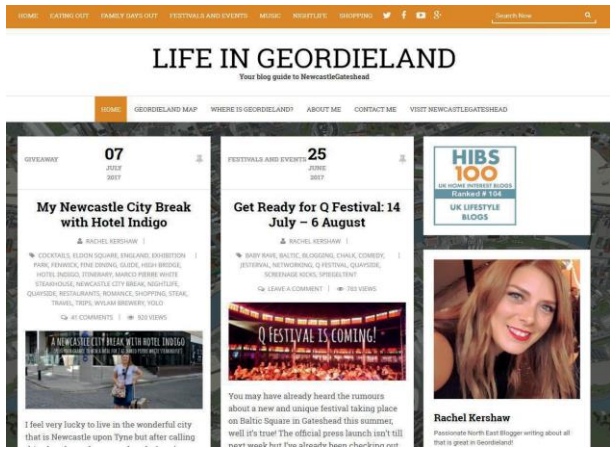
Blog advertising

Life in Geordieland is the go-to blog for Newcastle-Gateshead, 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 about the region, promoting the best of NewcastleGateshead 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 over 3,500 on Facebook, over 5,000 on Twitter and a rapidly growing bank of followers on Instagram currently at 1,351.

Prices from only
£149



Life in Geordieland
 Domain Authority: 29
 Page Authority: 39

View the blog
www.lifeingeordieland.com

Banner advertising

**“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.”**

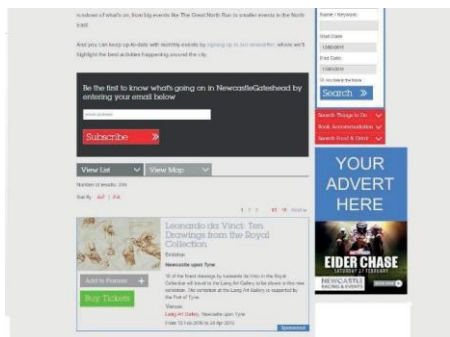
Emily Railton, English Heritage.

Are you looking to get your business, brand or product in front of a local and national audience?

Did you know that our website newcastlegateshead.com receives over half a million hits every month?

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.

Prices from only
£499*



* Price for 800k impressions. This represents approximately one year's worth of advertising on our website, depending on the amount of adverts running at one time.

Please note, you can change which event is promoted across the period you have booked for. You won't be limited to promoting a single listing. Important if you have multiple events or venues.

BUSINESS-FACING OPPORTUNITIES

Business events industry advertising

Make sure your venue or service is noticed by national and international event organisers from associations, corporations and agencies by advertising with the official business tourism organisation for NewcastleGateshead.

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.

Sent to you from partners of NewcastleGateshead Convention Bureau.



Prices
Banner from
£169.

Solus email from
£369.

Corporate advertising

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 B2B 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.

Prices
Your Network
e-news banner
from £179.





Contact

To book or discuss your options more fully, contact:

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