

Digital advertising with Winter Festival

It's the most wonderful time of the year

Traffic to our website during the final quarter of the year (Oct- Dec) is at its ultimate peak as locals and visitors seek out festive things to do with their friends and family.

In fact, over 15% of all unique page views on NewcastleGateshead.com during this period take place on Winter Festival pages.

Recognising that this is a key period for many businesses, we have some of our own winter offers. Boost the exposure of your festive event, attraction, experience or offer with a banner ad or promoted listing in the NewcastleGateshead official Winter Festival web pages.

Banner adverts appear at random on all the Winter Festival pages. A promoted listing means that your event is pinned to the top of the Winter Festival What's On pages for all to see.

Costs

Promoted listing

1 month = £290 + VAT

3 months = £700 + VAT

Subject to availability. There will be only 5 bookings per month.

Website banner adverts

(includes Leaderboard and MPU)

1 month = £210 + VAT

3 months = £399 + VAT

Bundles

(promoted listing + banner ads)

2-month bundle = £830 + VAT

3-month bundle = £980 + VAT

Email

Banner advert in our consumer emails = £219 + VAT

Solus email

£369 + VAT per email

3 solus emails = £1,049 + VAT

6 solus emails = £1,799 + VAT

Bulk buy options can be used throughout the year. All bookings are subject to availability.

"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."

WWT Washington
Wetland Centre

Contact Hannah Lambert, Digital Content Manager to discuss your booking:

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