

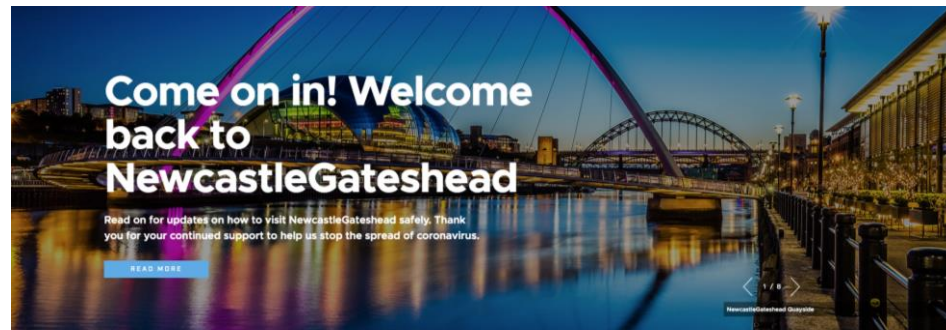
Digital Advertising 2022-23

NewcastleGateshead



Amplify your content and campaigns by booking our leisure tourism digital advertising opportunities. NGI partners receive a 30% discount.

All costs EXVAT	Quantity or Timeframe	Partner Price	Non-Partner Price
Solus Email (Subject to availability) If additional design needed + £200 + VAT	Per email	£449	£639
Banner advert in What's On email (Subject to availability)	Per advert	£219	£313
Hero banner advert	4 weeks	£220	£314
	6 weeks	£305	£436
	8 weeks	£415	£593
	12 weeks	£605	£864
Standard website banners (Mid-point + MPU)	6 months	£499	£713
Sponsored Listing	4 weeks	£180	£258
	6 weeks	£245	£350
	8 weeks	£350	£479
	12 weeks	£499	£713



NewcastleGateshead.com

- Between 1 Apr 2021 – 31 Mar 2022, NewcastleGateshead.com had
 - 1.6 million visitors
 - 3.7 million page views

2022 Consumer email database

- 28.5k engaged subscribers
- Average open rate*: 34.7%
- Average click rate*: 3.3%

*Average based on all emails sent over a 6 month period to the consumer database between 1 Oct 2021 – 31 Mar 2022.

Email Hannah.Lambert@ngi.org.uk to find out more or discuss a package option.

Asset specification

Solus Email

- Provide HTML code or a designed email that is created inline with your own organisation's branding and style.
- We will then drop into Mailchimp, send you a proof for approval before sending to our database with a disclaimer to say '*Sent on behalf of [your organisation] as part of a paid promotion*'
- Please provide an email subject line and preferred date for sending (subject to availability).

Hero banner advert

- Specify which landing page you require ie. Homepage, Things to Do, Where to Stay (one booking = one location)
- Provide image (preferably without overlaying text) JPEG or PNG file no more than 1MB, 1920 x 700 pixels
- Supply your preferred URL for the advert, a headline (3-4 words max) and a strapline to accompany your advert (max 25 words).

Mid-point & MPU banners

- Both banners will appear at random across the full website unless specified
- Mid-point website banner: JPEG, PNG, GIF file, no more than 1MB, 729 X 90 pixels
- MPU website banner: JPEG, PNG, GIF file, no more than 1MB 300 X 295 pixels
- Provide preferred URL link

Sponsored Listing

- If new listing, provide full listing details to create an event or product listing. If pre-existing, check all accurate at time of booking.
- Sponsored listings are available for event listings on the Homepage & What's On section.
- Sponsored business listings will appear on relevant landing page ie Things to Do for attractions etc or Where to Stay for hotels etc. (Please note that sponsored business listings will not appear on the homepage).

What's On banner advert

- Artwork: JPEG, PNG, GIF file, no more than 1MB, 1200 X 600 pixels
- Provide preferred URL link

Placement

Sponsored business listing on category page



Find out what's on!

Art Deco by the Sea
17 Oct 2020 to 27 Oct 2020
Experience the art deco style in a new way with a collection of art deco inspired events and exhibitions at the seafront.

New World Hops & Cans
18 Oct 2020 to 19 Oct 2020
A celebration of the world's best beer and cans.

Sponsored Event listing on homepage

Something for everyone...

Gino D'Acampo Quayside
Quayside
NewcastleGateshead Quayside is a dining and entertainment venue with a focus on Italian food and drink. It's a great place to enjoy a meal and a drink in a relaxed atmosphere.

NINE Sports Bar & Lounge
Quayside
A sports bar and lounge with a focus on Italian food and drink. It's a great place to enjoy a meal and a drink in a relaxed atmosphere.

Hero banner advert on homepage

BALTIC Centre for Contemporary Art
Open again Wed-Sun • Book tickets with new exhibitions, cafe, shop & stunning aerial views of the Quayside.

BALTIC Centre for Contemporary Art
Open again Wed-Sun • Bank Holidays with new exhibitions, cafe, shop & stunning aerial views of the Quayside.

PERSONALISE YOUR VISIT
Choose the categories that appeal to you and we'll make some suggestions for you.

Mobile display hero banner advert on homepage

Banner advert within What's On email

Chucho's The Real Mexican Food
The best food and the best of the UK. Our menu is inspired by traditional Mexican food, but with a modern twist. We offer a range of dishes that are both delicious and healthy.

MPU example on NewcastleGateshead.com