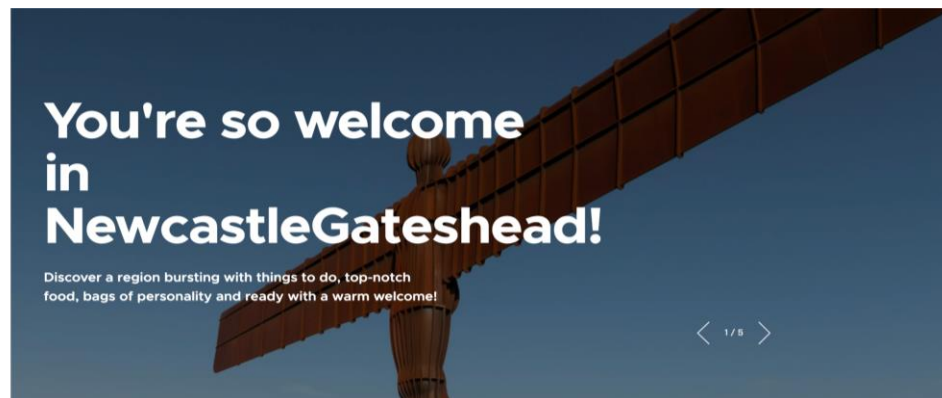




Digital Advertising 2023-24 NewcastleGateshead

Amplify your content and campaigns by booking our leisure tourism digital advertising opportunities. NGI partners receive discounted rates.

<i>All costs EX VAT</i>	Quantity or Timeframe	Partner Price	Non-Partner Price
Solus Email (Subject to availability) If additional design needed + £200 + VAT	Per email	£500	£700
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
Social post (Twitter/ Facebook)	Per post	£150	£200
TikTok	Per post	£350	£500



NewcastleGateshead.com

- Between 1 Apr 2022 – 31 Mar 2023,
- - 1.5 million visitors
- - 3 million page views

Social

- Combined social audience of over 88k
- 1.4 million post impressions*

2023 Consumer email database

- 27.2k engaged subscribers
- Average open rate**: 37%
- Average click rate**: 3.3%

*1st Jan 22 – 31 December 22

** *Average based on all emails sent over a 6 month period to the consumer database between 1 Oct 2022 – 31 Mar 2023

Email flora.reeve@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

Asset specification

Social post (Twitter/ Facebook)

- Provide artwork: JPEG, PNG, GIF file, no more than 1MB, 1200 X 600 pixels
- Copy for the social post including emojis, taking into consideration the platform (characters on Twitter)
- A tracked link to be included in the post linking to tickets/your website
- Please provide social accounts to tag

TikTok

- Provide a unique experience that can translate into content to encourage visitors to NewcastleGateshead for the platform
- Be available and allow time for the content team to come and film the content
- The post will have a disclaimer in the caption- *'AD/Paid for promotion'*
- Provide relevant tags needed to be included in the caption
- (Subject to availability)

Placement

Sponsored business listing on category page



Find out what's on!

Art Deco by the Sea
17 Oct 2020 to 17 Feb 2021

Join us for a special event celebrating the centenary of the Art Deco style. The event will be held at the seafront and will feature a range of activities including a walk, a talk and a performance. Tickets are available from £10.

New World Hope & Cans
14 Oct 2020 to 14 Feb 2021

Join us for a special event celebrating the centenary of the Art Deco style. The event will be held at the seafront and will feature a range of activities including a walk, a talk and a performance. Tickets are available from £10.

Sponsored Event listing on homepage

Something for everyone...

Gino D'Acampo Quayside
Quayside

NewcastleGateshead Quayside restaurant is a dining experience that combines the best of Italian and British cuisine. The restaurant is located in the heart of the Quayside and offers a relaxed atmosphere with a menu of delicious dishes.

NINE Sports Bar & Lounge
Newcastle

Experience the best of British and international sports at NINE Sports Bar & Lounge. We offer a relaxed atmosphere with a menu of delicious dishes and a bar with a selection of drinks.

Fairfax Food Hall
Newcastle

Experience the best of British and international cuisine at Fairfax Food Hall. We offer a relaxed atmosphere with a menu of delicious dishes and a bar with a selection of drinks.

Mantra Hotel Newcastle
Newcastle

Experience the best of British and international cuisine at Mantra Hotel Newcastle. We offer a relaxed atmosphere with a menu of delicious dishes and a bar with a selection of drinks.

BALTIC Kitchen
Newcastle

Experience the best of British and international cuisine at BALTIC Kitchen. We offer a relaxed atmosphere with a menu of delicious dishes and a bar with a selection of drinks.

Sponsored business listing on category page

BALTIC Centre for Contemporary Art

Open again! When Sun - 8 Bank Holidays with new exhibitions, cafe, shop & stunning aerial views of the Quayside.

PERSONALISE YOUR VISIT

Choose the categories that appear to you and we'll make some suggestions for you.

HERO BANNER ADVERT ON HOMEPAGE

Hero banner advert on homepage

YOUR ADVERT HERE WITH URL LINK DIRECTLY TO YOUR WEBSITE OR PLACE OF YOUR CHOICE

Things to do

Politics in the park

From 8 March, government restrictions start to ease slightly and allow for people to gather in the park for a picnic, walk a dog or play football. We've updated our guide to the park with a range of events to help you enjoy the park safely.

Banner advert within What's On email

BALTIC Centre for Contemporary Art

Open again! Wed-Sun + Bank Holidays with new exhibitions, cafe, shop & stunning aerial views of the Quayside.

BOOK FREE TICKETS NOW

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

Chucho's The Real Mexican Food

The Real Food and the Real of the UK are only when you're in Mexico. But we're here to bring you the best of Mexico to Newcastle. We offer a relaxed atmosphere with a menu of delicious dishes and a bar with a selection of drinks.

MPU

Sponsored business listing on category page

MPU example on NewcastleGateshead.com