



NewcastleGateshead
Initiative

DIGITAL ADVERTISING OFFER AND PACKAGES 2025/2026





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BENEFITS

Why Work with NewcastleGateshead?



- **1.3 million website users – 2.8 million views**
- **Engaged email database of 38k**



NewcastleGateshead's digital platforms are key to promoting the cities to visitors before and during their stay.

The newcastlegateshead.com website provides an informative and user-friendly experience to over **1.3 million** visitors annually.

The site receives **substantial traffic** from international, local, and national audiences, including visitors from Australia, United States, Netherlands, Ireland and Germany.

In addition to our website, we connect directly with an engaged email audience of nearly **38,000** subscribers, providing a valuable channel for sharing updates, events, and inspiration about the destination.

Search Rankings

Newcastlegateshead.com ranks highly on Google, ensuring that its engaging content reaches relevant audiences.

The website currently **ranks 1st on Google** for the following key search terms:

- What's On Newcastle
- Events in Newcastle
- Family friendly things to do
- Places to eat Newcastle Quayside
- Shopping Newcastle



75 million
impressions on
Google Search
results listings



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DIGITAL ADVERTISING OPPORTUNITIES

Email Marketing

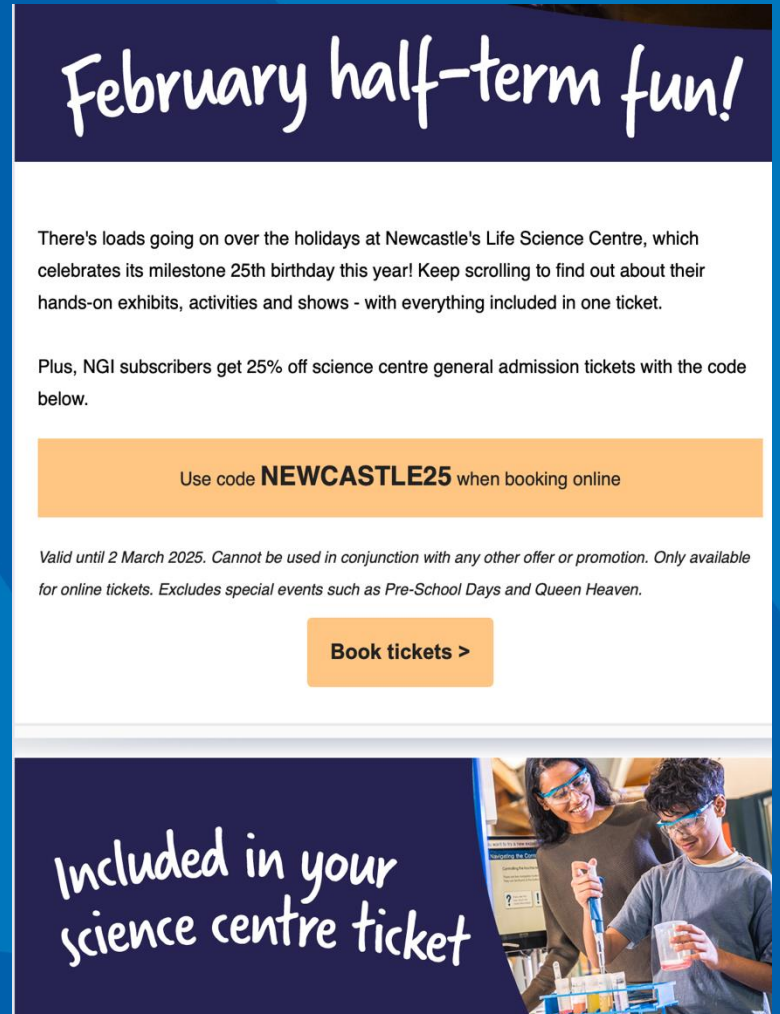
Utilise email marketing ads from NewcastleGateshead's database to connect with **38k engaged subscribers**. With an average **open rate of 38%** and a **click through rate of 3%**, your message will **reach a responsive audience**.

Solus Email

Promote your event or business with a dedicated solus email sent to 38k consumer subscribers, ensuring your message stands out. This targeted approach ensures your message receives the dedicated attention it deserves, maximising the impact of your promotion.

Price: From £700

** Average based on all emails sent over a 6-month period to the consumer database between Sept '24 – March '25



February half-term fun!

There's loads going on over the holidays at Newcastle's Life Science Centre, which celebrates its milestone 25th birthday this year! Keep scrolling to find out about their hands-on exhibits, activities and shows - with everything included in one ticket.


Plus, NGI subscribers get 25% off science centre general admission tickets with the code below.

Use code **NEWCASTLE25** when booking online

Valid until 2 March 2025. Cannot be used in conjunction with any other offer or promotion. Only available for online tickets. Excludes special events such as Pre-School Days and Queen Heaven.

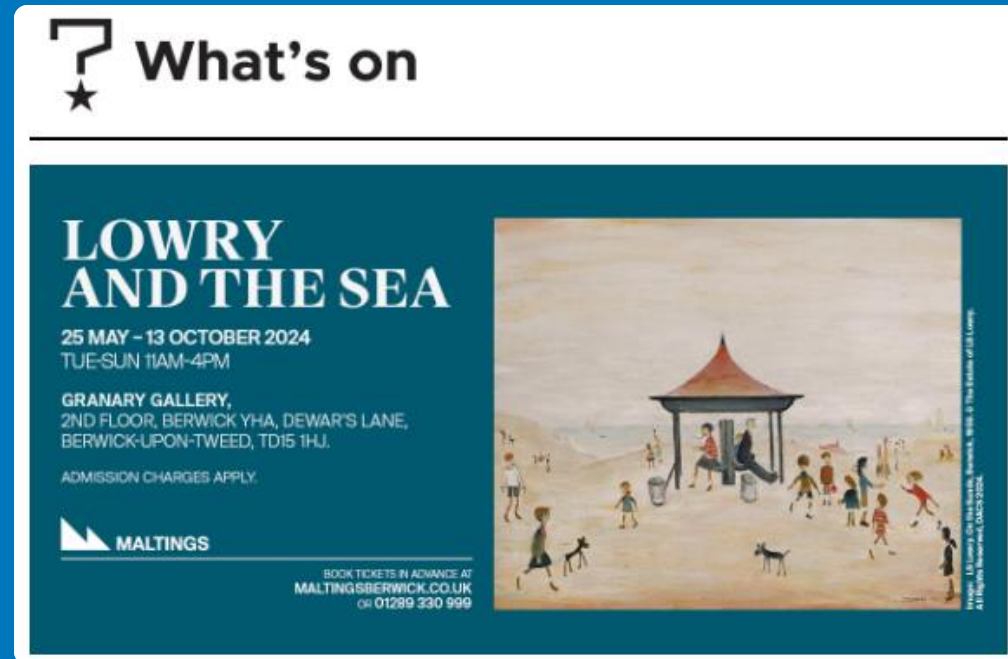
[Book tickets >](#)

Included in your science centre ticket



Email Marketing

Utilise email marketing ads from NewcastleGateshead's database to connect with **38k engaged subscribers**. With an average **open rate of 38%** and a **click through rate of 3%**, your message will reach a responsive audience.



Banner advert in 'What's On' Email

Place a banner ad within the "What's On" monthly email, filled with tips and highlights of the city's events, to reach an engaged audience eager to explore what's happening each month.

Price: From £313

** Average based on all emails sent over a 6-month period to the consumer database between Sept '24 – March '25

Social Media Opportunities (Paid)

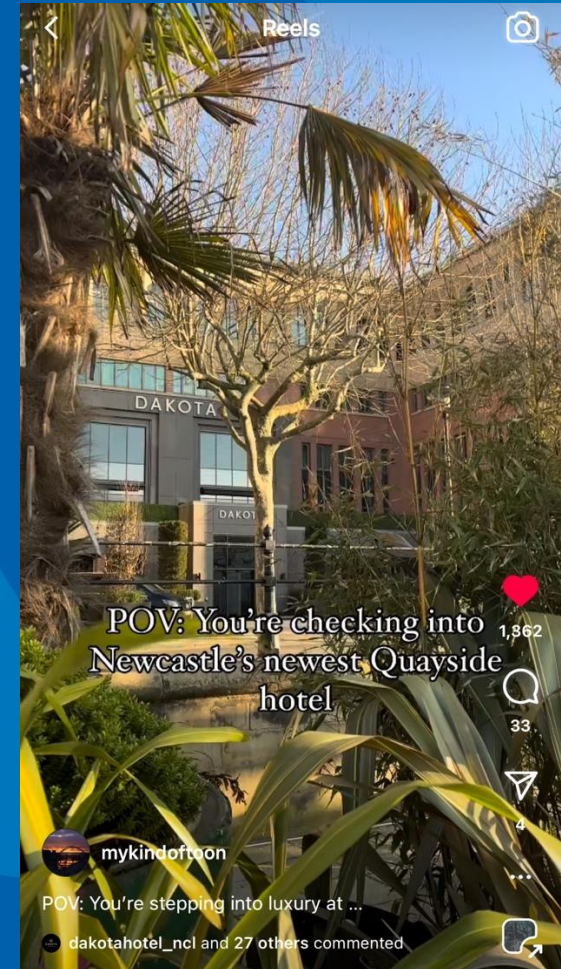
Our social channels boast a combined audience of over **125,000 followers**, ensuring your message reaches an engaged community.

Sponsored Social Media (NEW)

A sponsored social media post is a targeted and impactful method to promote your business, attraction or event on NewcastleGateshead's Instagram and Facebook accounts. TikTok advertising campaigns can also be arranged upon request.

Price: £550

(including £300 Meta ad spend)



Social Media Opportunities (Organic)



Social Media Post Organic (Facebook)

Promote your brand on NewcastleGateshead's Facebook account to reach a vibrant and engaged audience.

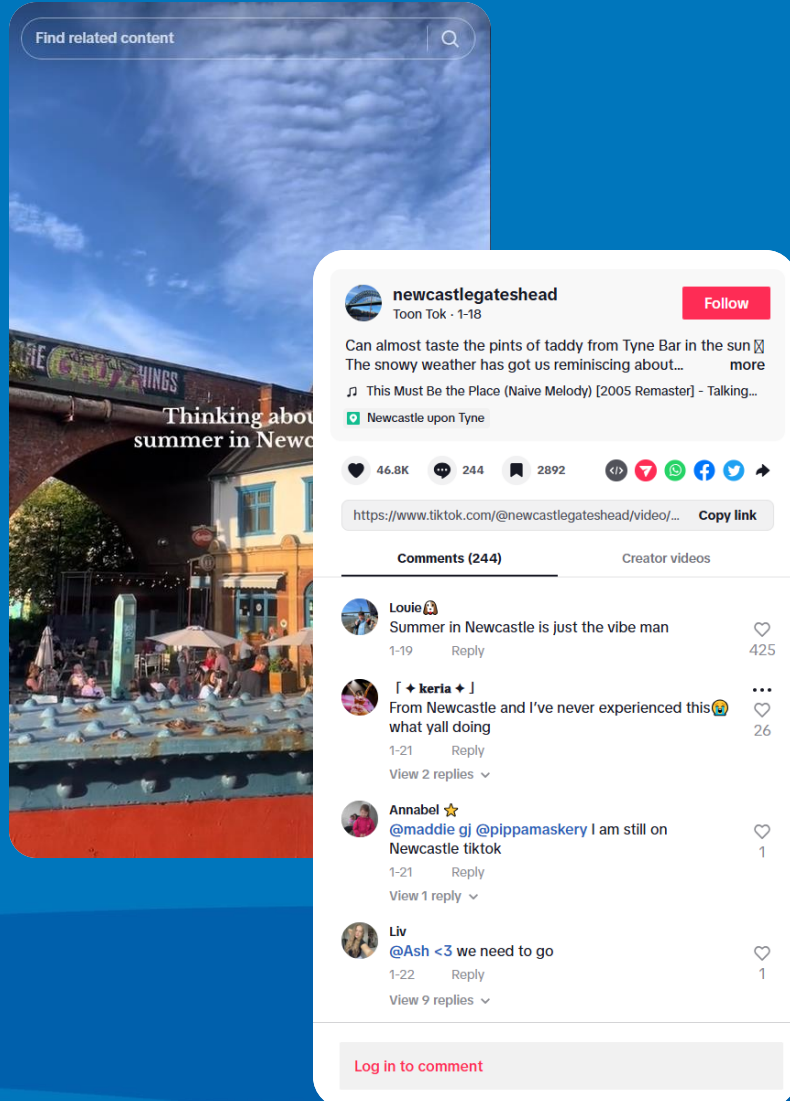
Price: £200

TikTok Video

22.5k followers - 634k likes

Promote your business on the fast-growing NewcastleGateshead TikTok account to reach a lively and rapidly growing audience.

Price: £500



Website Opportunities



Advertise on newcastlegateshead.com to reach **1.3 million website users** and ensure your business gets noticed by prospective visitors. With **2.8 million page views**, your promotions will enjoy significant visibility and engagement.

ITINERARIES

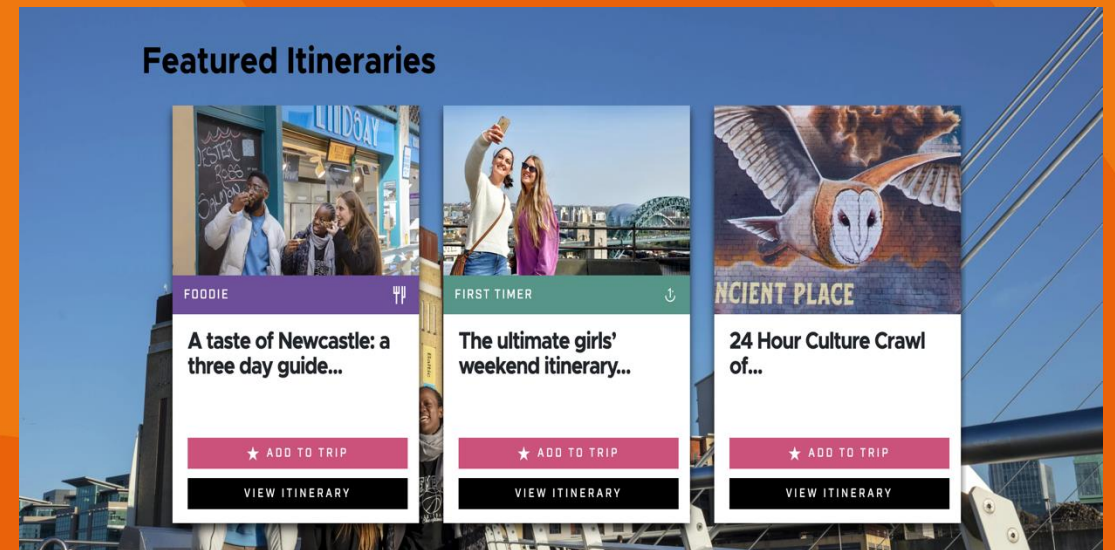
Showcase the best of what your business offers through our carefully curated itineraries. By securing a spot within a themed itinerary or opting for an entire itinerary, you position your business prominently to visitors seeking inspiration about their next visit.

Itinerary List Feature

Highlight your business as a **standout component** in one of our themed itineraries.

By opting for a list feature, you're **securing a slot** within an itinerary, **ensuring your business shines** alongside other notable activities and establishments.

Price: £314

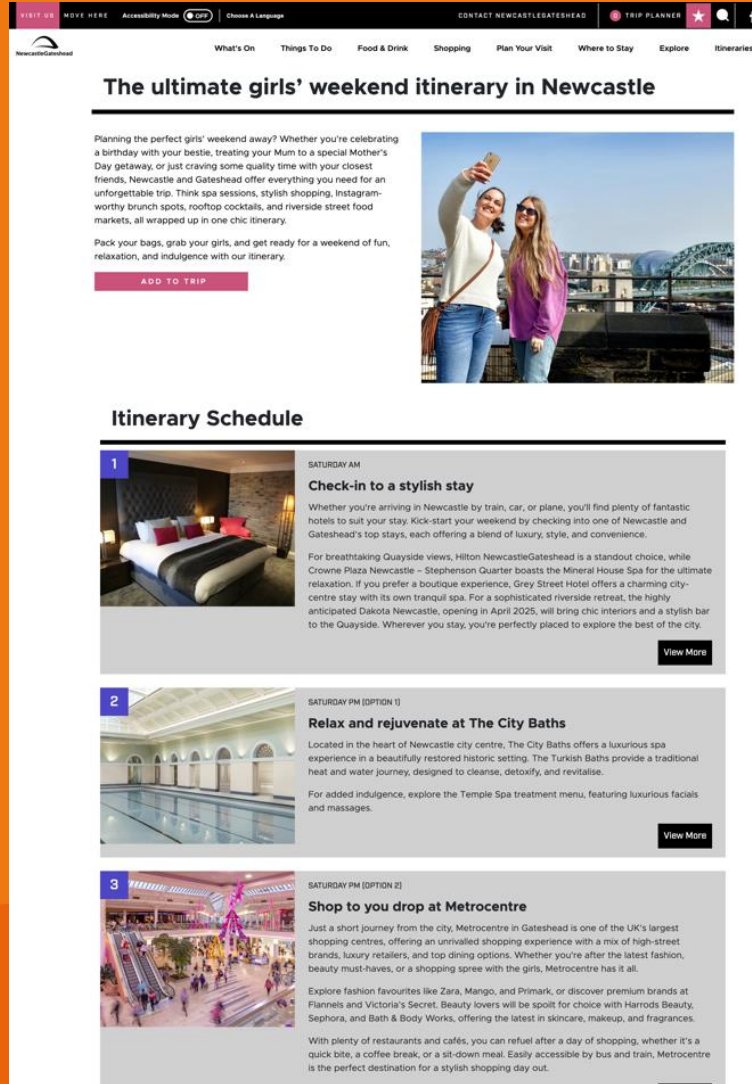


Website Opportunities

Itinerary Takeover

Design a custom itinerary that highlights the diverse venues, events, and experiences your business offers. This takeover gives you **complete control** over what is showcased in your dedicated itinerary.

Price: £436



The screenshot displays the NewcastleGateshead website's 'Itineraries' section. The main heading is 'The ultimate girls' weekend itinerary in Newcastle'. Below this, there's a brief introduction and a 'Pack your bags' section. A large photo shows two women taking a selfie. The 'Itinerary Schedule' section lists three activities:

- 1 SATURDAY AM Check-in to a stylish stay**: Describes various hotel options like Hilton, Crowne Plaza, and Grey Street Hotel.
- 2 SATURDAY PM (OPTION 1) Relax and rejuvenate at The City Baths**: Describes the historic City Baths and the Temple Spa.
- 3 SATURDAY PM (OPTION 2) Shop to you drop at Metrocentre**: Describes the shopping experience at Metrocentre.

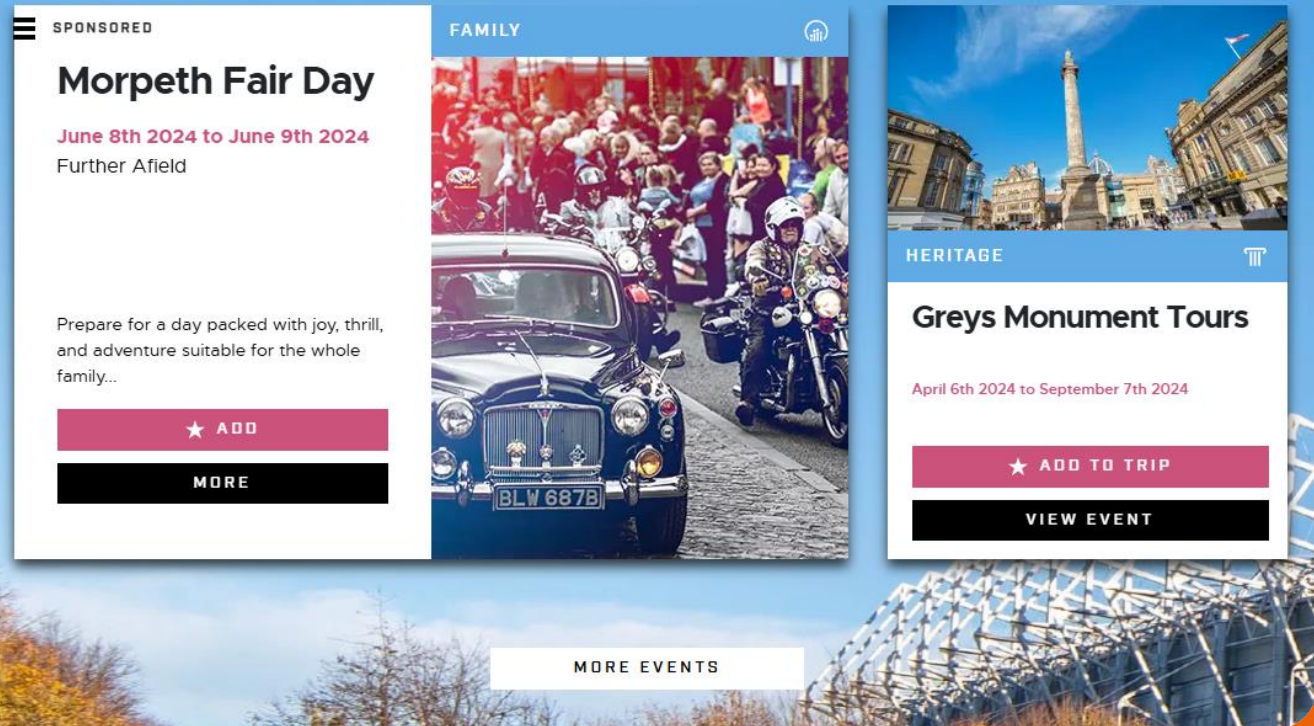
Website Opportunities

Sponsored Events Listing

Feature your event with a sponsored listing on newcastlegateshead.com, appearing as the first event in the "What's On" section on the homepage for maximum visibility.

Price: From £258

Find out what's on!



The screenshot displays the 'What's On' section of the NewcastleGateshead website. It features two main event listings:

- Sponsored Event:** **Morpeth Fair Day**, scheduled for June 8th 2024 to June 9th 2024, located Further Afield. The description mentions a day of joy, thrill, and adventure suitable for the whole family. It includes a '★ ADD' button and a 'MORE' button.
- Family Event:** **Greys Monument Tours**, scheduled from April 6th 2024 to September 7th 2024. It includes a '★ ADD TO TRIP' button and a 'VIEW EVENT' button.

A 'MORE EVENTS' button is visible at the bottom of the section.

Website Opportunities

Hero Banner Advert

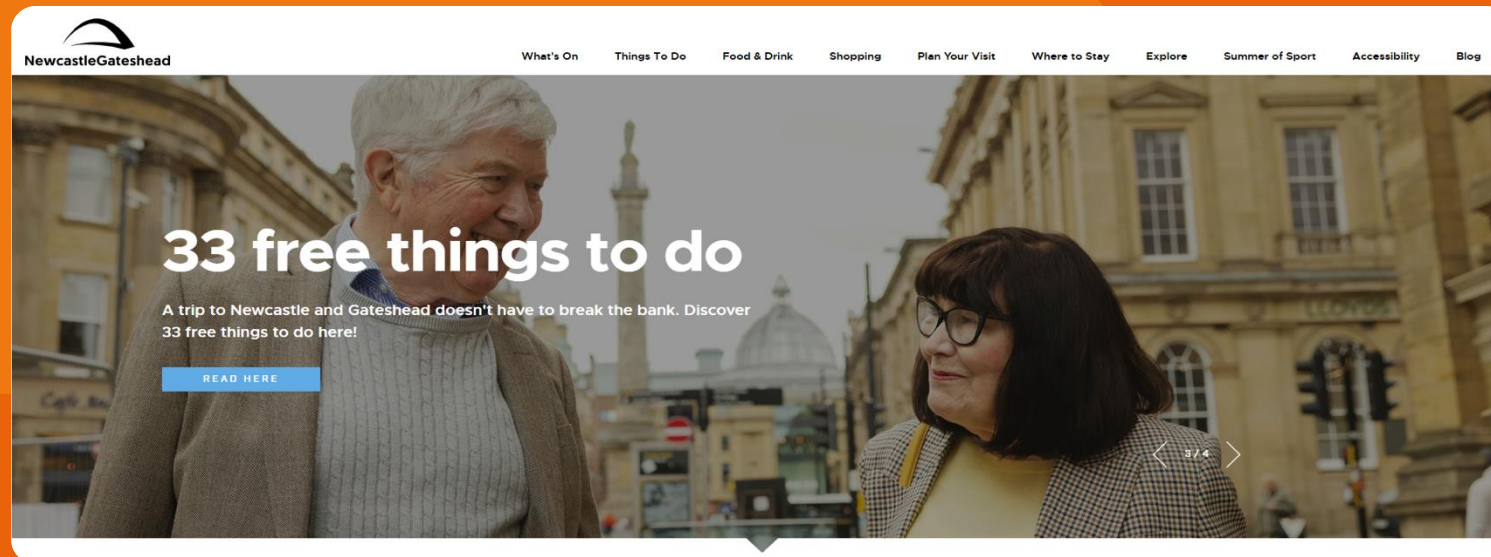
Capture prime visibility by advertising with a hero banner on newcastlegateshead.com.

Price: From £314

Banner adverts

Boost your brand's visibility with a display banner on newcastlegateshead.com, prominently showcased on every page of the site.

Price: £713 for six months



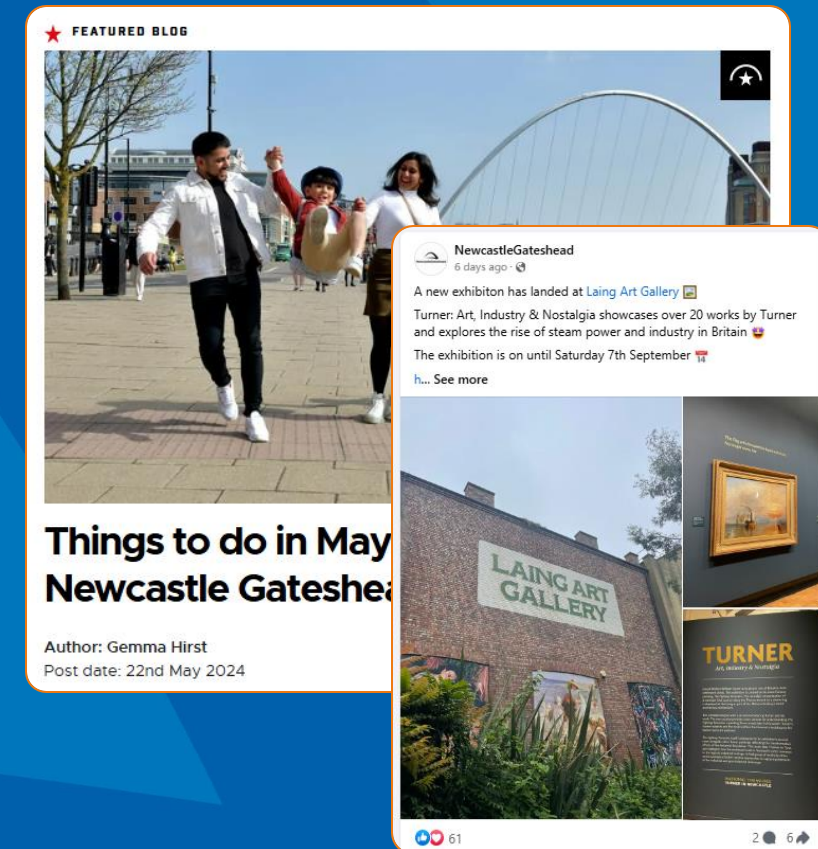
£500 Content Package (NEW!)

Boost your visibility with our new £500 Content Package, providing distribution via multiple high-traffic channels.

The package includes the following:

- Facebook Post
- Inclusion in a relevant blog
- Mention in an Instagram Reel/TikTok roundup post

Email lisa.kelly@ngi.org.uk
to find out more or discuss a package option.





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All costs Excl. VAT	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
Itinerary	List Feature	£220	£314
	Takeover	£305	£436
Sponsored Social Media (NEW)	Per post	£500	£550
Social post (Facebook)	Per post	£150	£200
TikTok	Per post	£350	£500



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**to find out more or discuss a
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ASSET SPECIFICATIONS

DIGITAL ADVERTISING ASSET SPECIFICATIONS

SOLUS EMAIL

- ❑ Provide HTML code or a designed email that is created in line 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).

DIGITAL ADVERTISING ASSET SPECIFICATIONS

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).

DIGITAL ADVERTISING ASSET SPECIFICATIONS

WHAT'S ON BANNER ADVERT

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

SOCIAL POST (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
- ❑ A tracked link to be included in the post linking to tickets/ your website
- ❑ Please provide social accounts to tag

DIGITAL ADVERTISING ASSET SPECIFICATIONS

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).

ITINERARIES – LIST FEATURE / TAKEOVER

- ❑ Specify which itinerary category you wish to be featured in i.e. Hidden Gems, and whether you wish for a single feature in a pre-existing itinerary or a full itinerary takeover.
- ❑ Provide imagery/artwork for featured image, itinerary item images: JPEG, PNG no more than 1MB, Recommended size 2560 x 630 pixels
- ❑ Provide copy for your itinerary items(s), and a full itinerary title & description if required
- ❑ Supply URL Link for attributed itinerary item(s)



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Thank You

Maximise your business visibility with NewcastleGateshead.

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