

Digital Advertising Offers and Packages

Exclusive Partner Offers 25 / 26



Proud
Partner

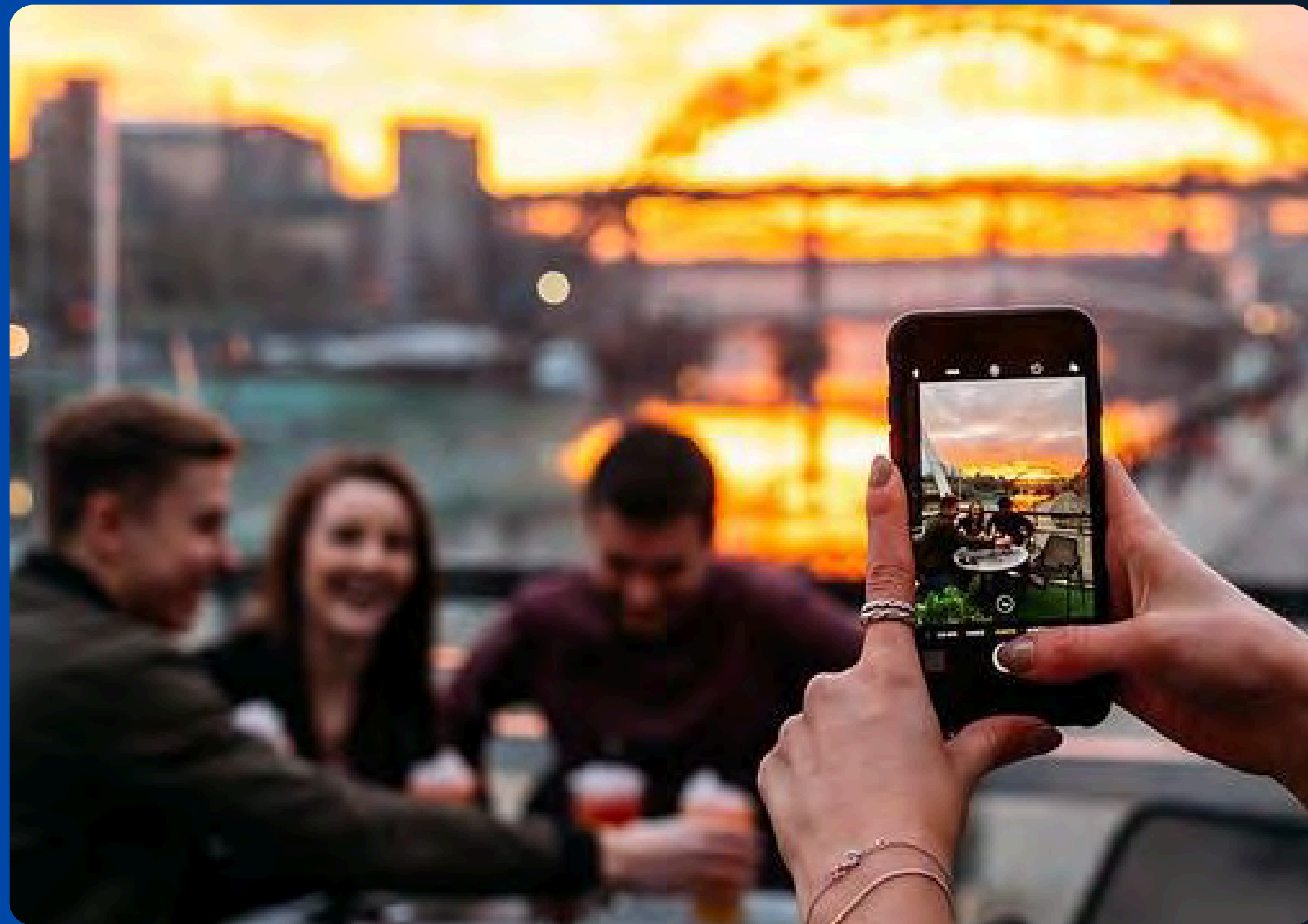


Partner Benefits



NewcastleGateshead
Initiative

Why work with Newcastle Gateshead?



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.

Engaged email
database of 38k

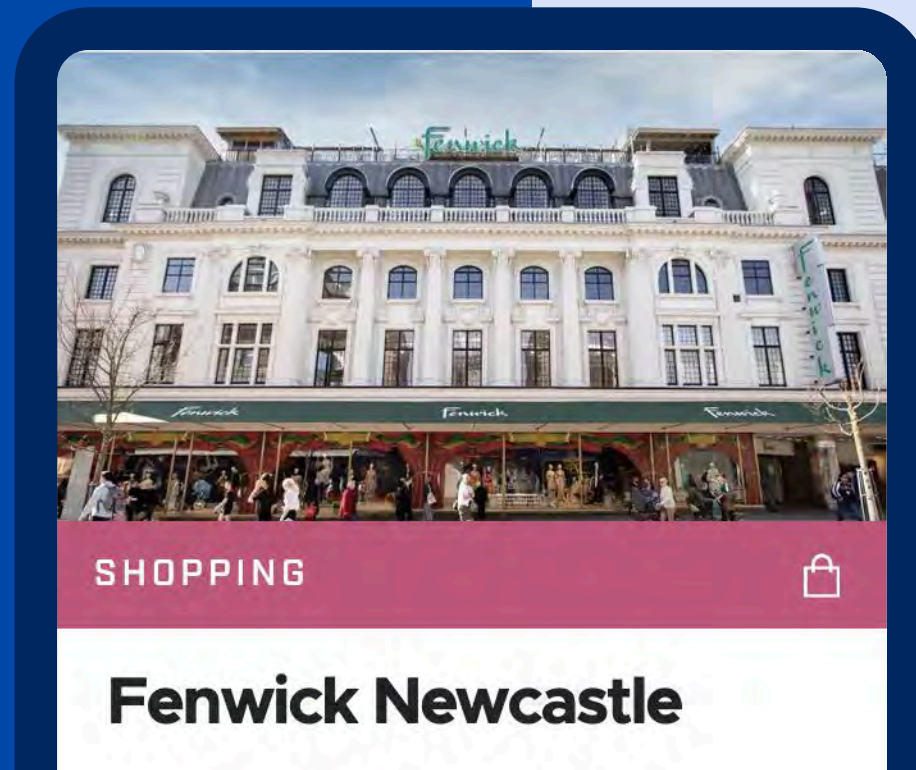
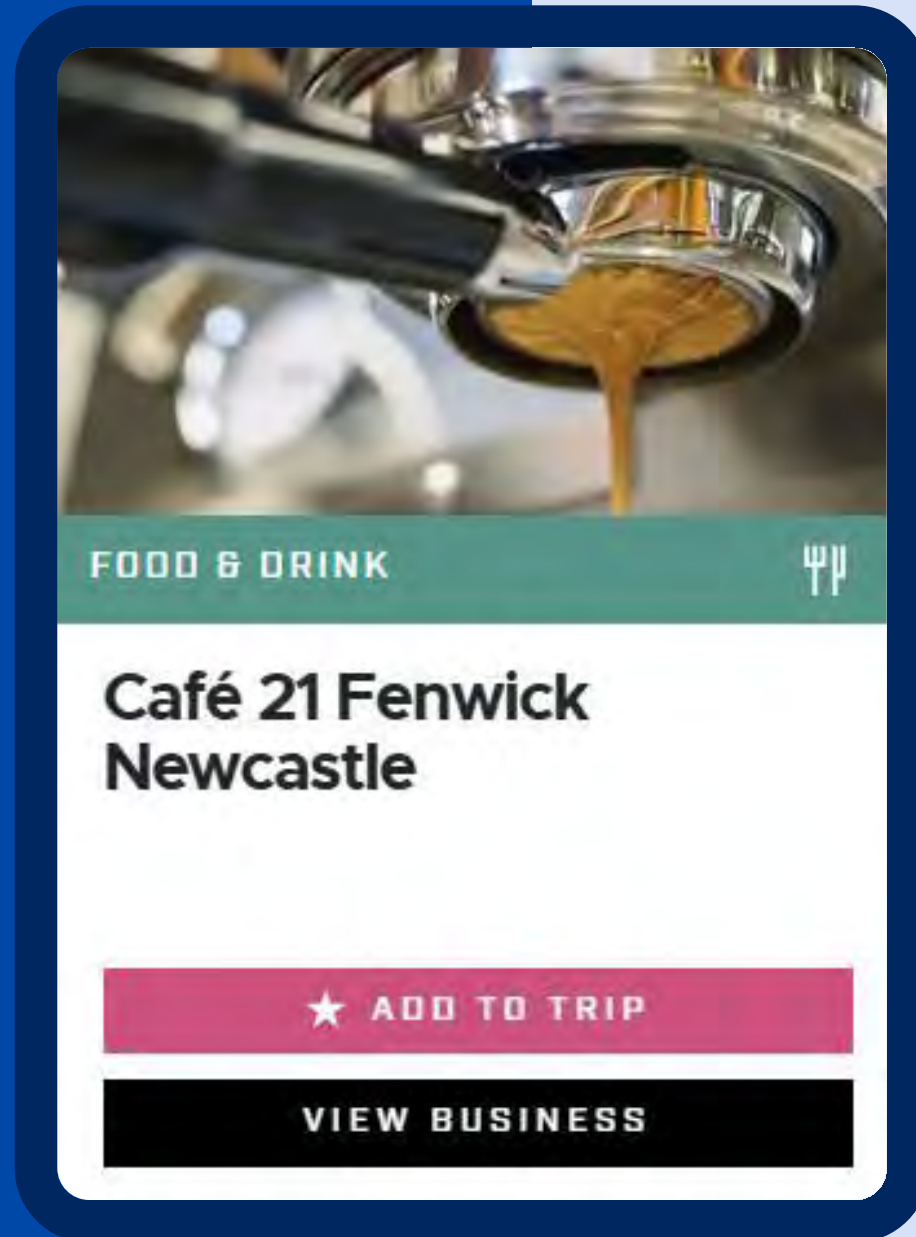
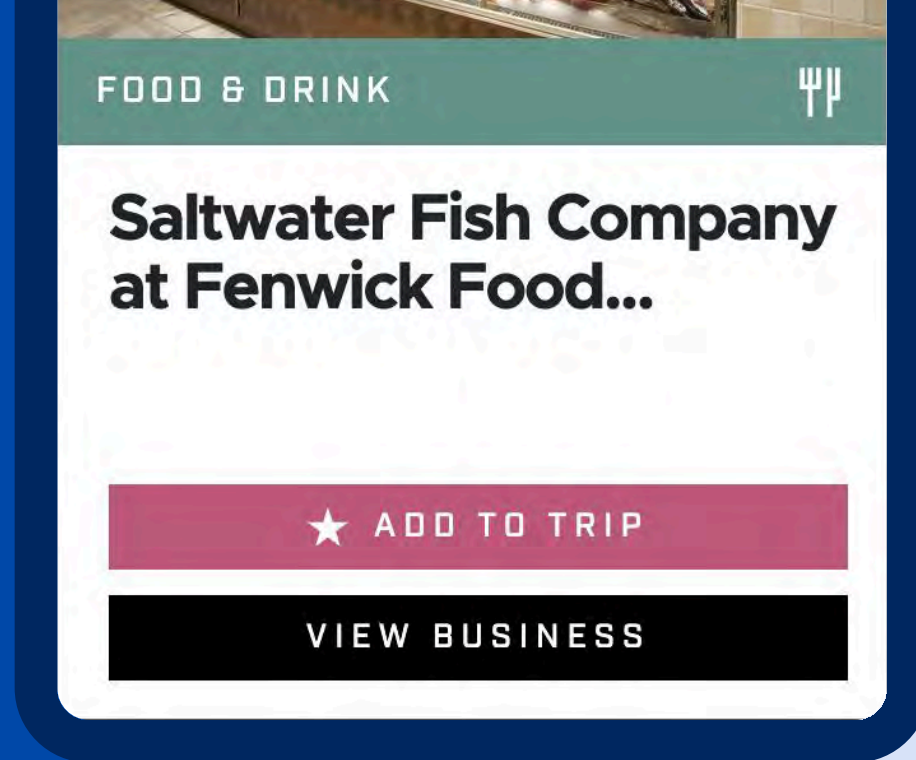
1.3 million
website users –
2.8 million views



NewcastleGateshead
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Exclusive Partner Perks

Partners can take advantage of various opportunities to engage with NewcastleGateshead's digital audience through our website, email, and social media marketing.



As a Partner, you receive greater visibility across newcastlegateshead.com, with dedicated profile pages, and opportunities to be featured in blog articles, email campaigns, social media posts, and the comprehensive 'what's on' events section.

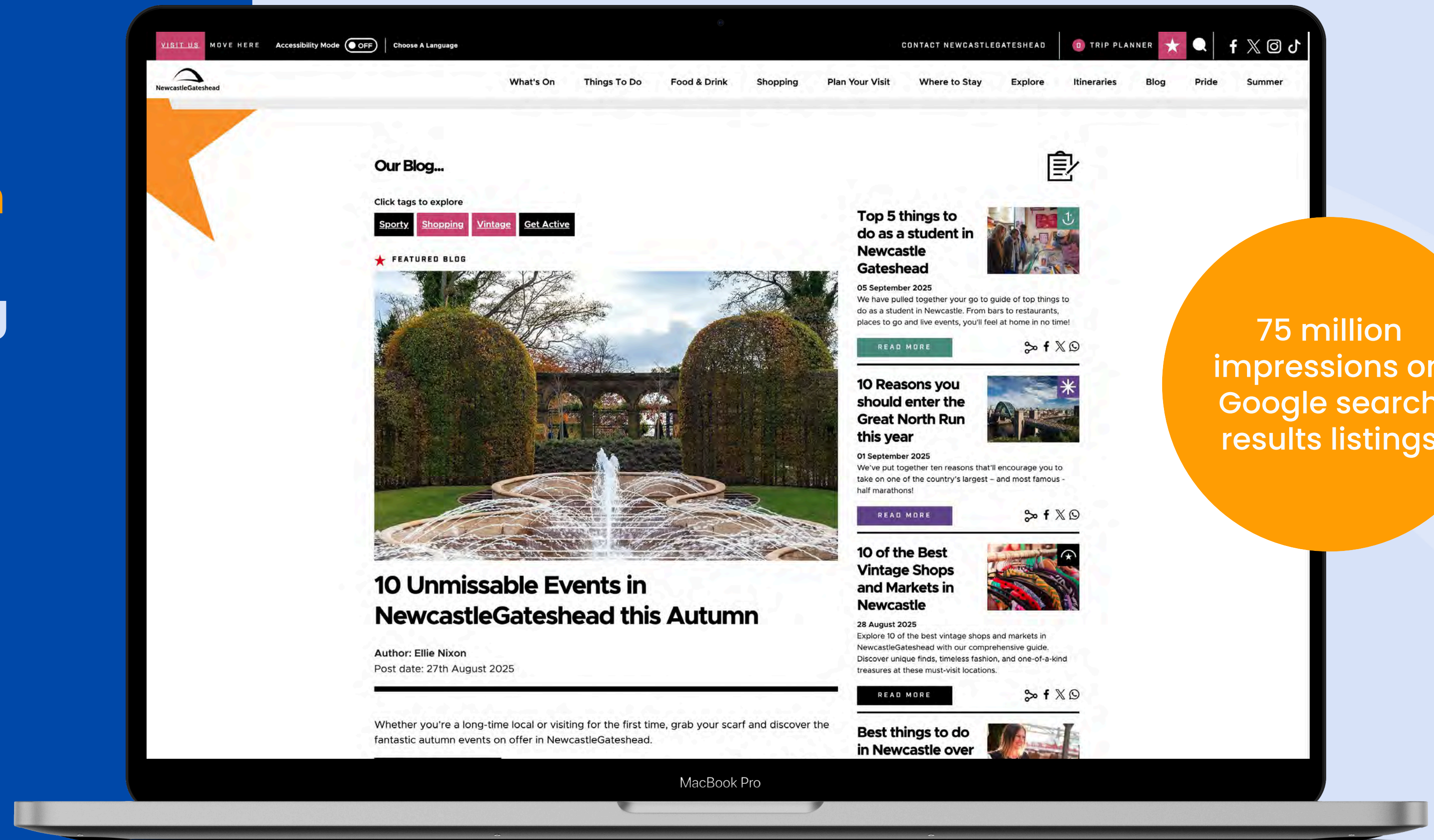
All Partner listings are 'enhanced' ensuring that there is greater prominence across the website.

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

Partner Website Listings

Partners will receive the following:

You will receive	Partner benefit
A website profile in a relevant category section including description, images, booking information, contact details, opening hours and embedded YouTube video.	Partner listings appear first on all category landing pages.
Events promotion on 'What's On' section of newcastlegateshead.com.	Partner events appear above non-partner events.

In addition to our enhanced Partner listings, we offer a number of digital advertising opportunities across our digital platforms at discounted rates.

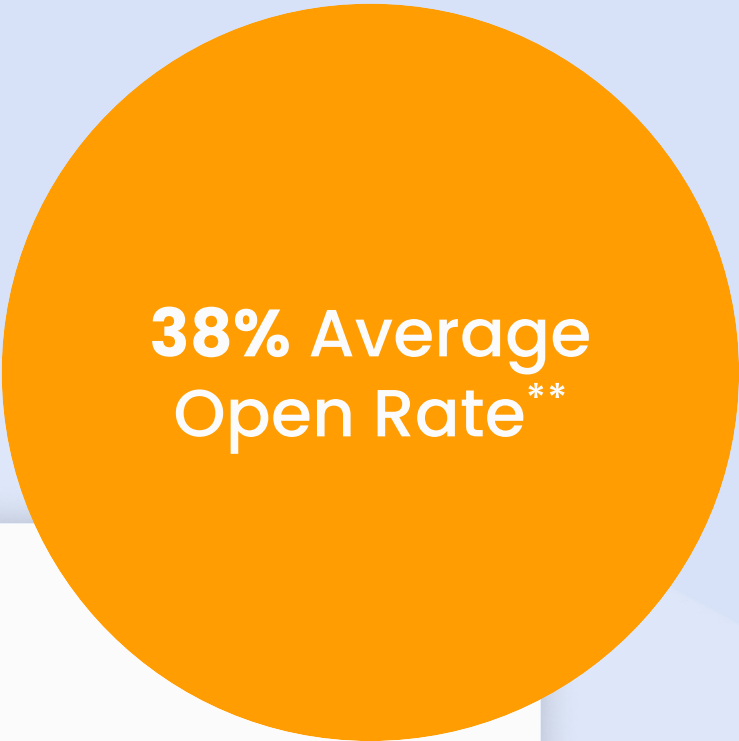
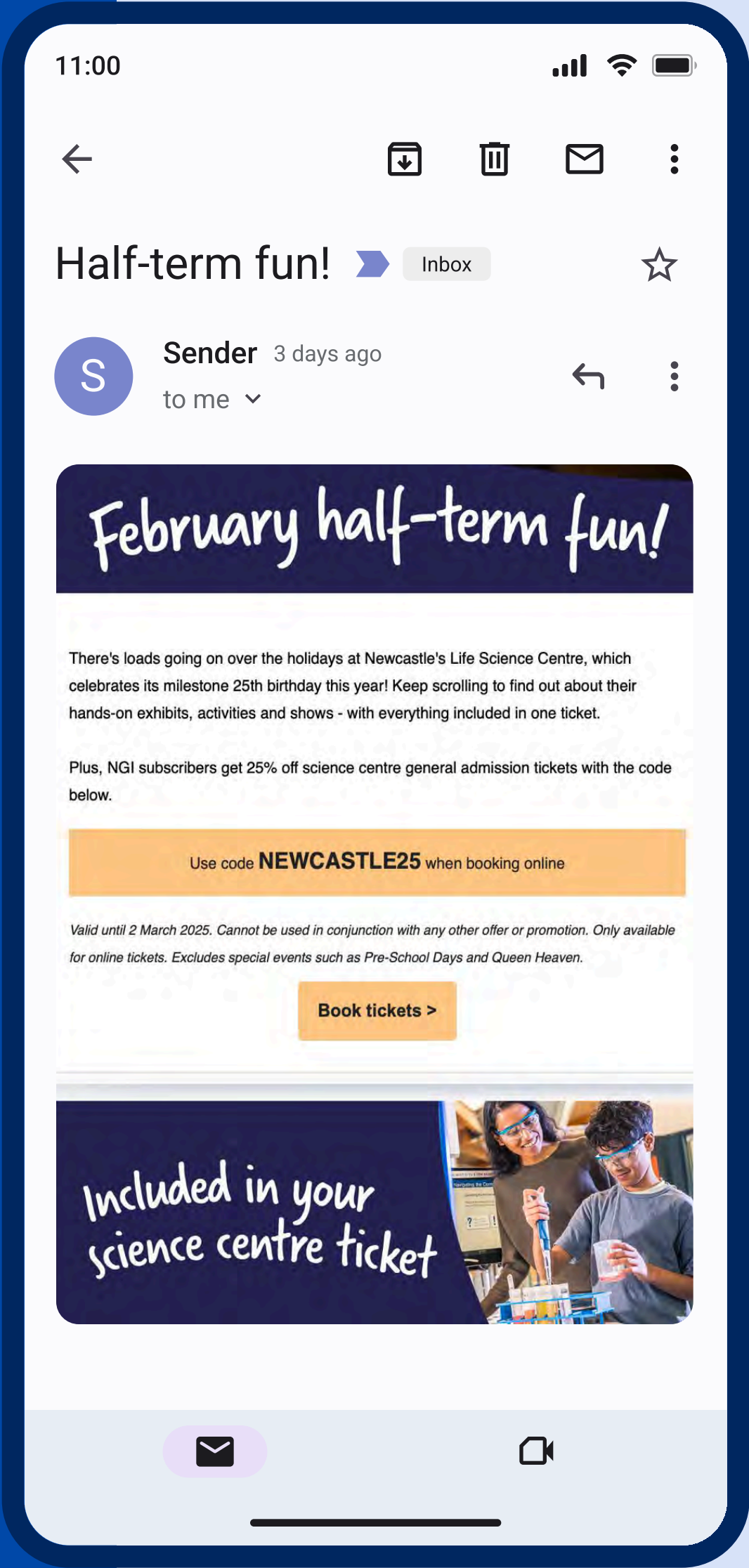


Digital Advertising Opportunities



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 **37.8k** 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 £500

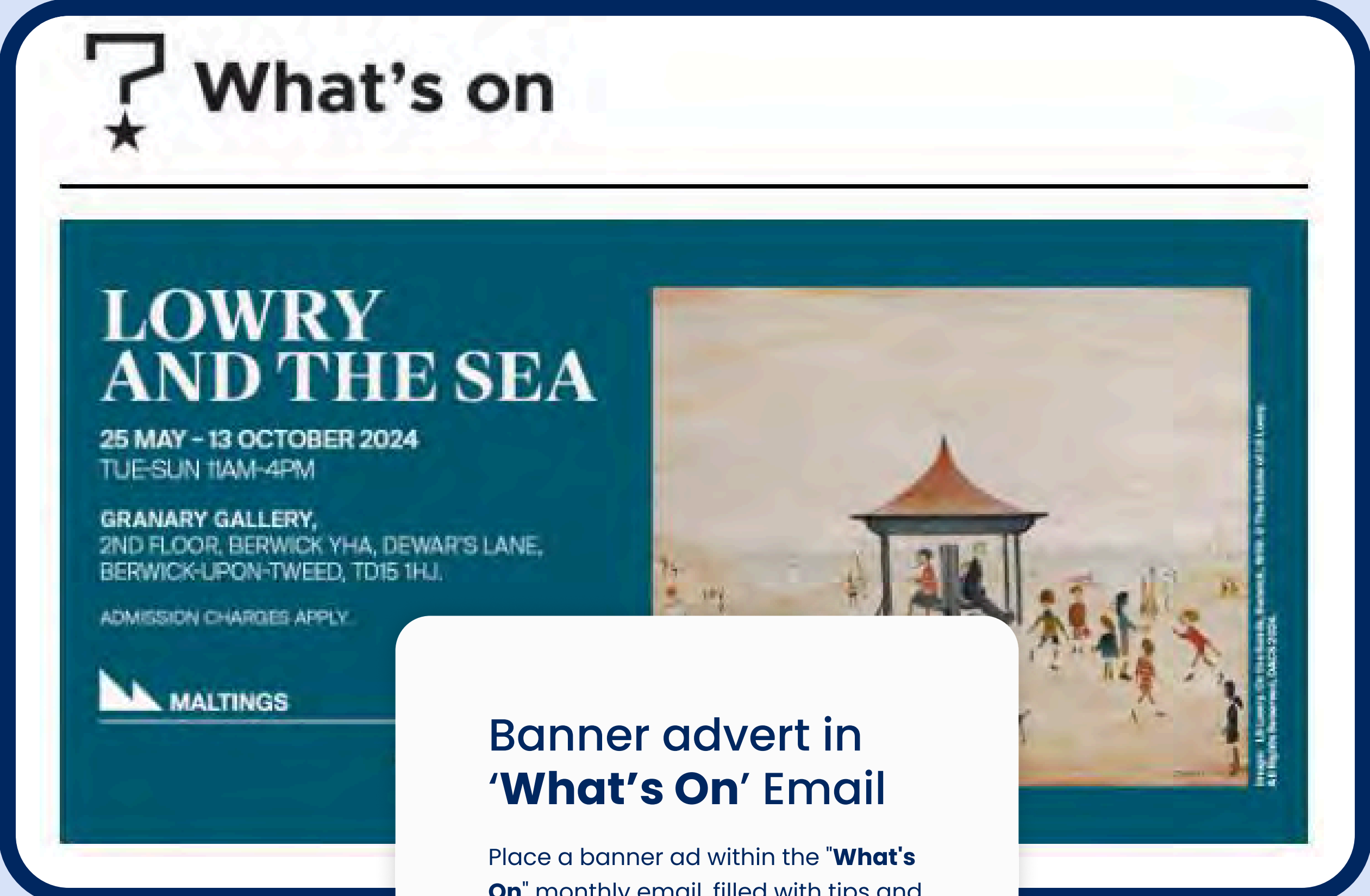
** Average based on all emails sent over a 6-month period to the consumer database between Sept '24 – March '25

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.

3% Click through**

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



The banner advert is titled 'What's on' with a question mark icon. It features a teal background with the text 'LOWRY AND THE SEA' in large white letters. Below this, it says '25 MAY - 13 OCTOBER 2024' and 'TUE-SUN 11AM-4PM'. The location is 'GRANARY GALLERY, 2ND FLOOR, BERWICK YHA, DEWAR'S LANE, BERWICK-UPON-TWEED, TD15 1HJ.' and 'ADMISSION CHARGES APPLY.' The Maltings logo is at the bottom left. On the right, there is a reproduction of a painting showing a group of people in a park-like setting with a gazebo. A small vertical text on the right edge of the painting reads '© 1900 The Lowry Collection, Newcastle, UK. All Rights Reserved. 2024'.

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 £219

Social Media Opportunities

(paid)

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

125,000
followers



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 from £500
(Including £300 Meta ad spend)



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Social Media Opportunities

(organic)

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.

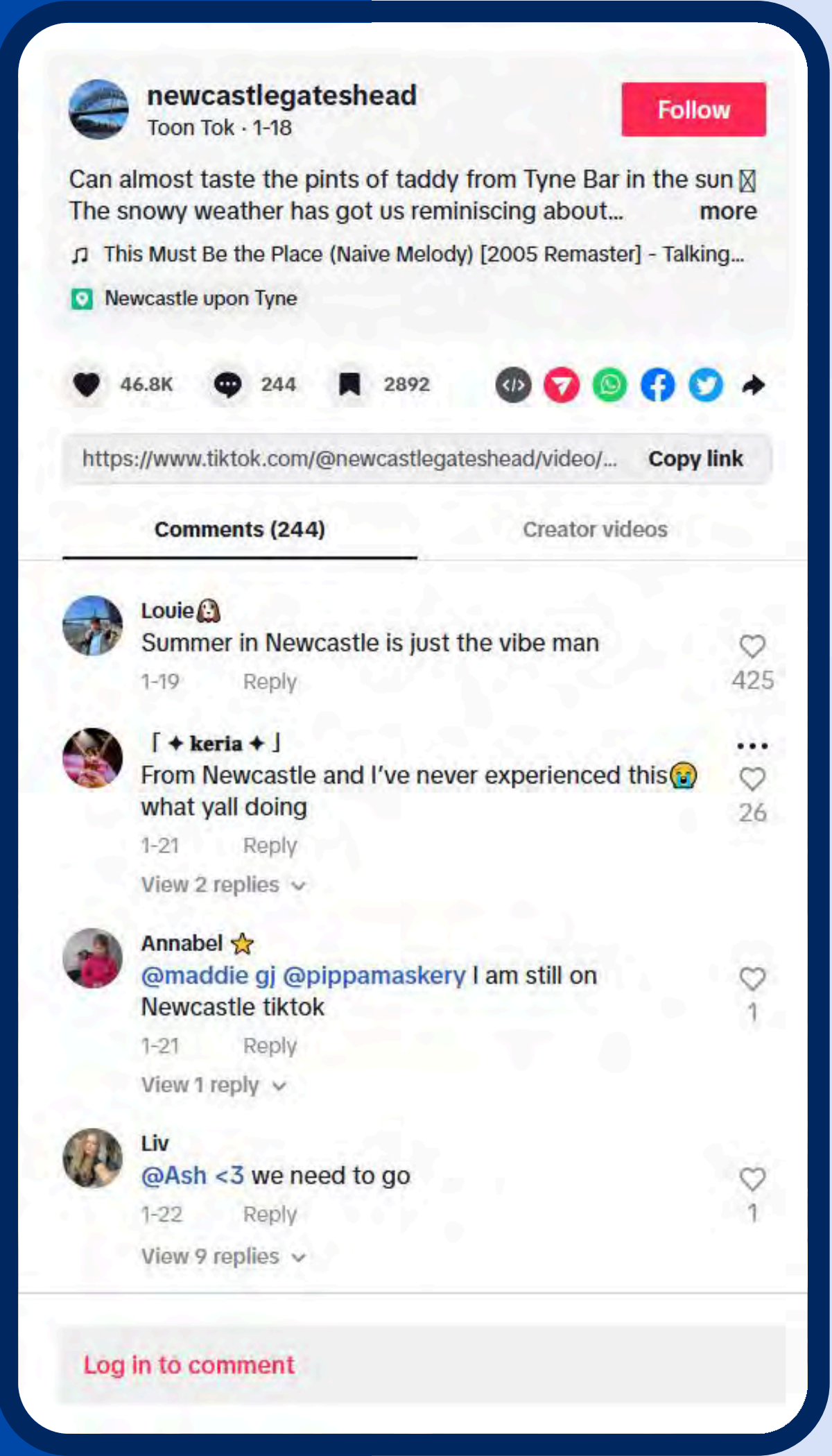
Price: £350

Social Media Post Organic

Facebook

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

Price: £150



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

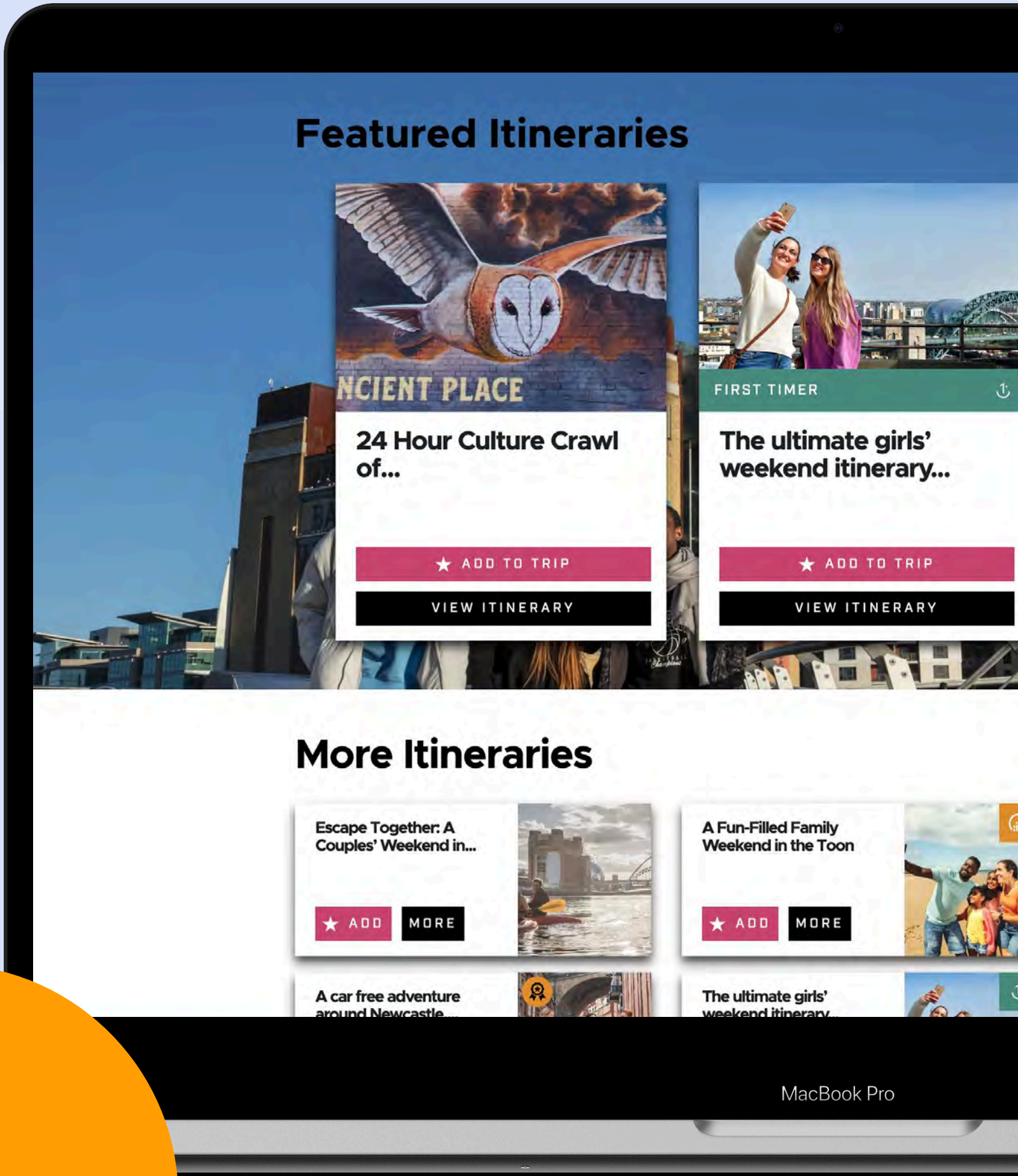
Showcase the best of what your business offers through our carefully curated itineraries. By securing a spot within a themed itinerary or opting for an entire itinerary, you position your business prominently to visitors seeking inspiration about their next visit.

Featured Itineraries

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: £220

1.3m
website users

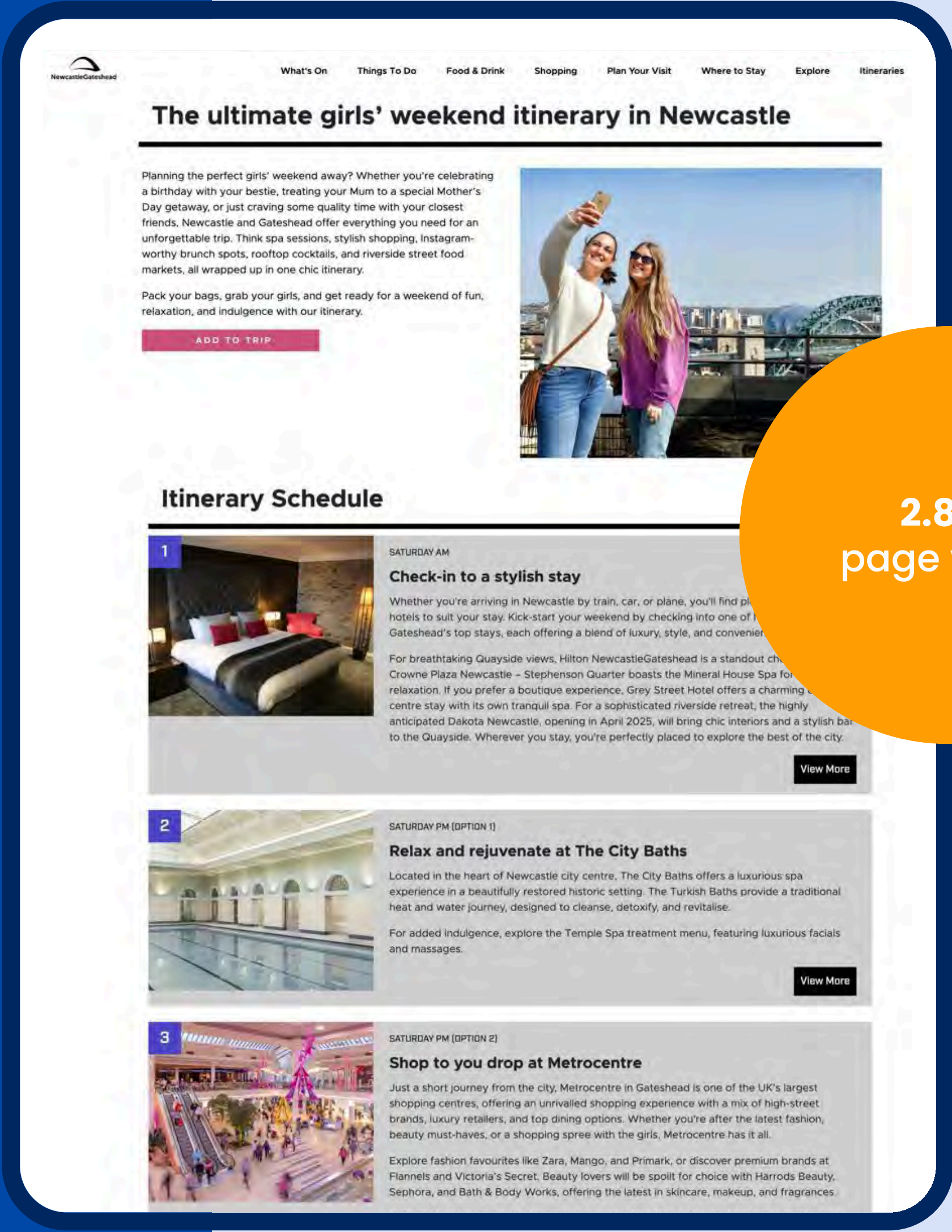


Website Opportunities

Itineraries 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: £305



2.8m
page views

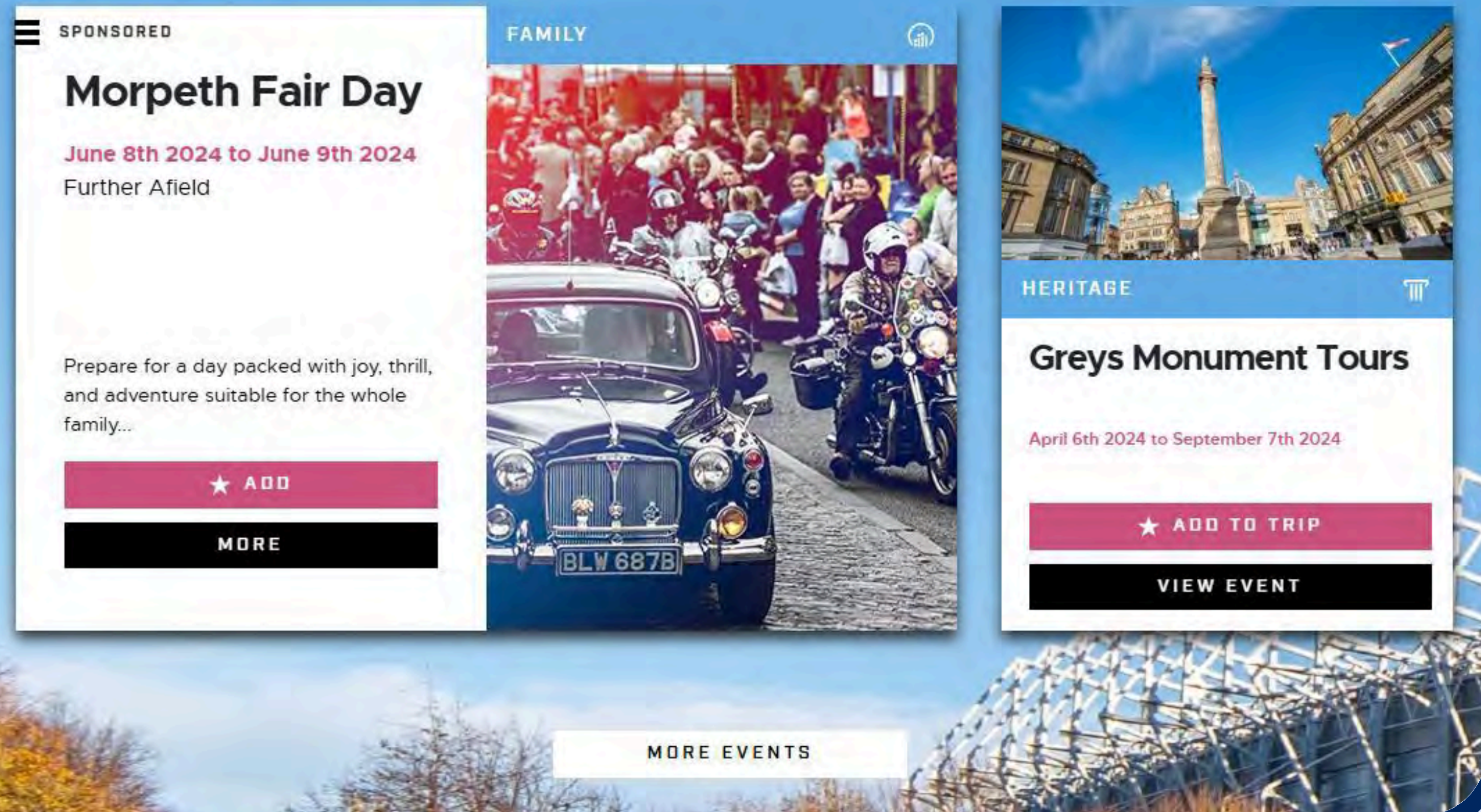
Website Opportunities

Sponsored Events Listings

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: £180

Find out what's on!



Website Opportunities

Hero Banner Advert

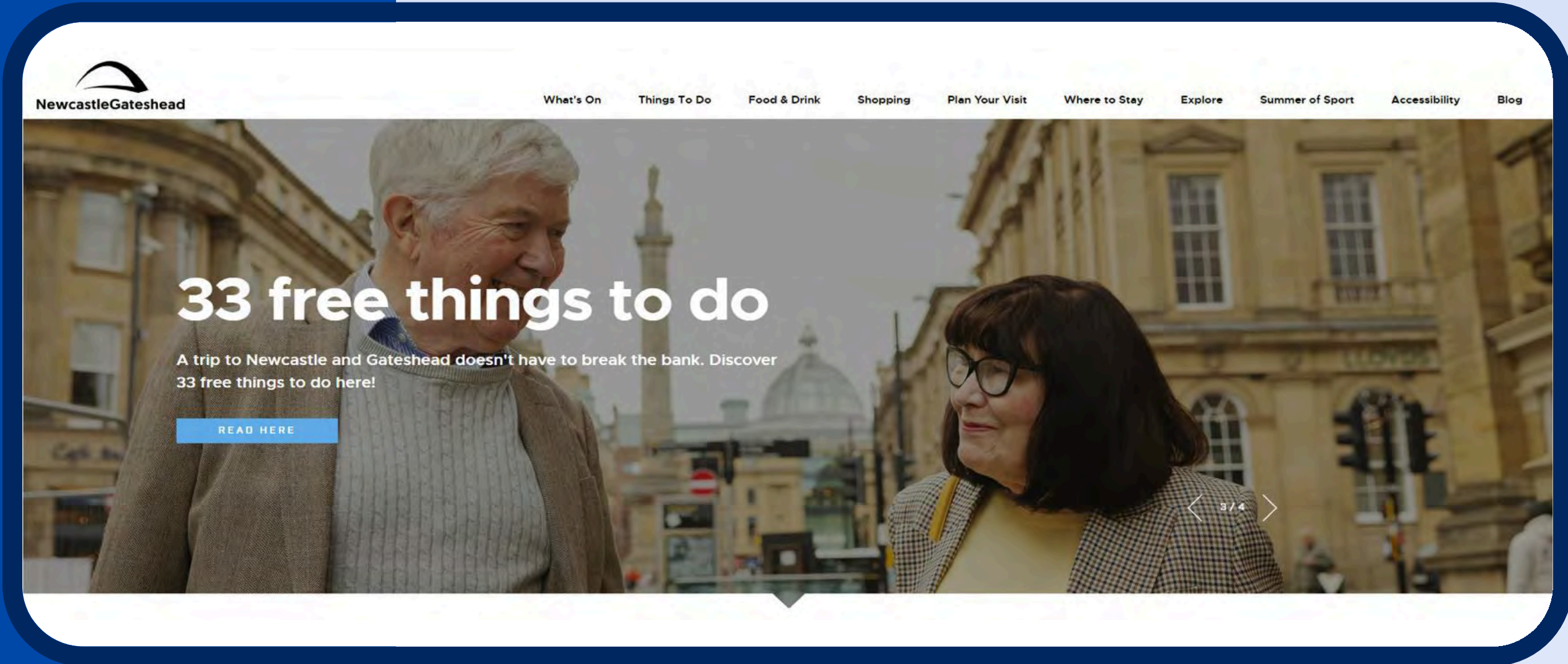
Capture prime visibility by advertising with a hero banner on newcastlegateshead.com.

Price from £220

Banner Adverts

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

Price: £499 for 6 months



£500 Content Package

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

Package includes:

Facebook Post

Inclusion in a relevant blog

Mention in an Instagram Reel/TikTok roundup post

Price: £500

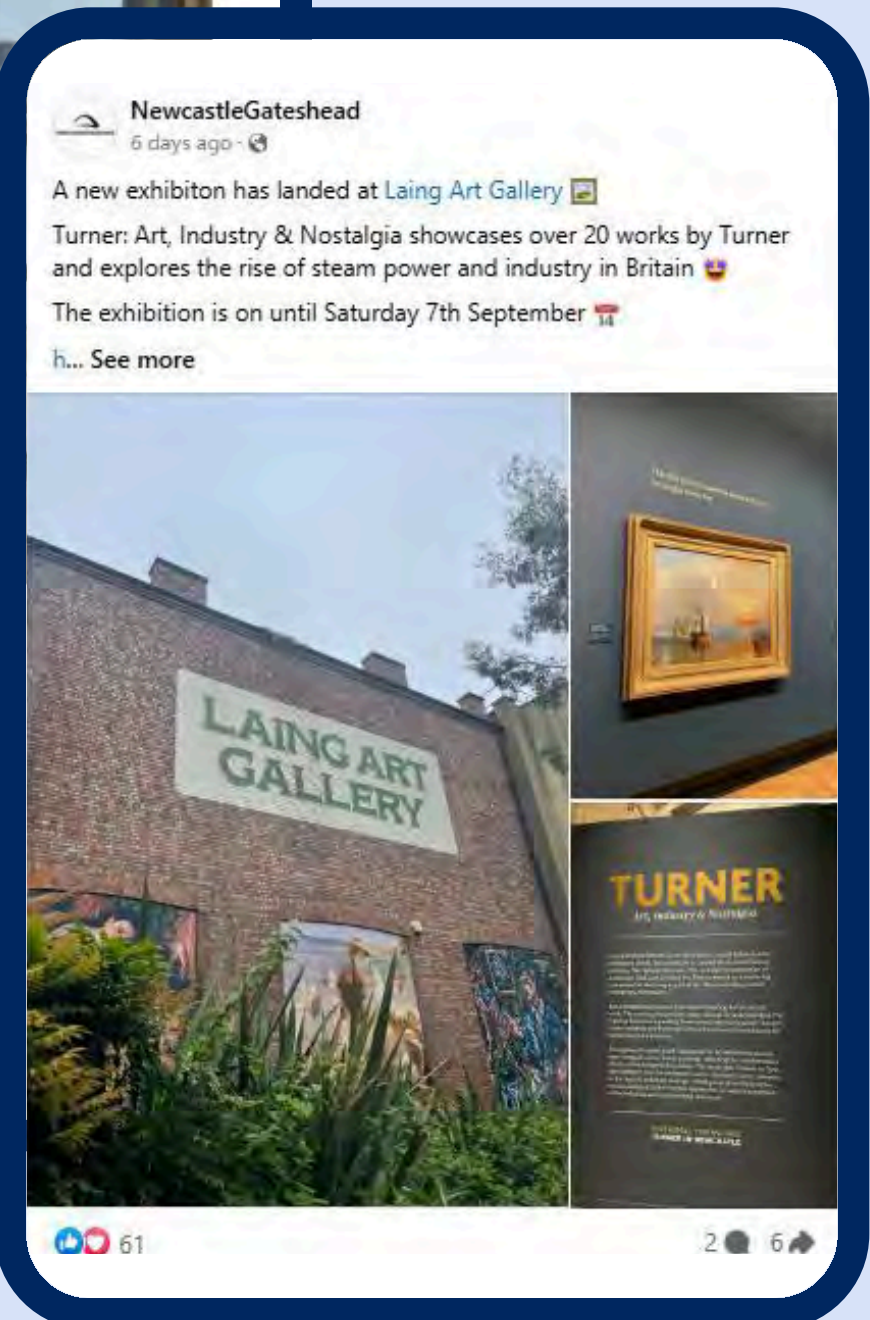
★ FEATURED BLOG



Things to do in May Half Term in Newcastle Gateshead

Author: Gemma Hirst
Post date: 22nd May 2024

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 is needed +£200 +VAT	Per email	£500	£700
Banner Advert in What's On email	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 Midpoint + 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

Email lisa.kelly@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 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 Ad

- 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 Ad

- 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

Hero Banner Ad

- 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.

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



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