

PRICE FREEZE!
2020
prices held
for 2021

VISIT ISLE OF WIGHT ADVERTISING RATECARD 2021

Use this ratecard to choose the best options for your business and keep it for your records.



All prices exclude VAT.

1. STANDARD WEB PAGE (included as part of your Wight BID levy or voluntary contribution)

STANDARD
WEB PAGE

£0

Your web page features:

- ✓ Your email, telephone & link to your website
- ✓ Description of your business (with text links to your website)
- ✓ 4 images + 4 videos
- ✓ Your gradings & awards
- ✓ Opening times
- ✓ Price/tariff information
- ✓ Your facilities
- ✓ Location map & directions
- ✓ Special offers
- ✓ Accessibility facilities

COST FOR STANDARD WEB PAGE £0

2. PROFESSIONAL PAID FOR FEATURES TO BOLT ON TO YOUR STANDARD WEB PAGE (OPTIONAL)



SOCIAL
MEDIA

£31.50



Keep your page fresh and lively by displaying your latest Twitter and Facebook feeds.



TRIPADVISOR

£31.50



Show off your latest reviews by adding a feed onto your web page.



ADDITIONAL
IMAGES

£18.90 EACH



Let people see how special your business is by displaying additional high quality images.

Book Now

This is for accommodation businesses only.

AVAILABILITY / ONLINE BOOKING /
DIRECT BOOKING LINK

£69.30



This allows visitors to check your availability and book online, or link through to your own booking system.

COST FOR ANY BOLT-ONS £

3. INCREASE YOUR RANKING IN SEARCH RESULTS ON VISITISLEOFWIGHT.CO.UK (OPTIONAL)

ENHANCED LISTING

- ✓ Appear higher than a standard web page

Accom only – you will also need to have the Availability / Online Booking bolt-on to gain full benefit.

£69.30



OR

PREMIUM LISTING

- ✓ Appear higher than an enhanced listing

Accom only – you will also need to have the Availability / Online Booking bolt-on to gain full benefit.

£195.30



For both these options, you'll be included in the 'What's nearby' feature, which will give your web page added prominence.

Please contact us if you're interested in our MAX LISTING that provides additional exposure on the website and consumer e-newsletters: £1,569.75

COST FOR AN ENHANCED OR PREMIUM LISTING £

4. BOOK YOUR PAGE

To book your advertising or get advice please contact Jill Harlow, Data & Web Manager:

Email: jill@visitwight.org | Telephone: 01983 521555 ext 26

For more information on these advertising options please go to visitwightpro.com/advertising

1. COST FOR STANDARD WEB PAGE	£0
2. COST FOR ANY BOLT-ONS	£
3. COST FOR INCREASED RANKING	£
1 + 2 + 3 = GRAND TOTAL	£ + VAT

WANT MORE EXPOSURE FOR YOUR BUSINESS? Turn over to see how you can do it

LIMITED AVAILABILITY

Get more exposure for your business



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WEBSITE EXPOSURE

NAVIGATION BOX FEATURE

Highlight your business on the main menu, so that it's prominent as soon as visitors use the website.

£525 / 3 months*

PAGE HEADER FEATURE

Be the first to be seen on an editorial page – an image and the name of your business will be displayed plus a link to your Visit Isle of Wight web page.

MAIN PAGE £525 / 3 months* OTHER PAGE £315 / 3 months*

HIGH EXPOSURE FEATURES

EDITORIAL HYPERLINKS

Get visitors thinking about your business when they're reading about the Island. We'll link editorial mentions to your Visit Isle of Wight web page.

from £157.50 / 3 months*

ADDITIONAL WEB PAGES

Highlight another part of your business within different sections of the website to obtain additional exposure i.e. accommodation and food & drink sections.

£84 / 12 months

BANNER ADVERTS

Provide an advert in your own style to promote your business. This appears on the home page or editorial page of your choice. (Design is subject to approval).

Home page banner from £315 / 3 months*

Other page banner from £262.50 / 3 months*

Banner within editorial content from £525 / 3 months*

1 banner per page within editorial content.

BLOG BANNER ADVERT

Place an advert within the editorial of Visit Isle of Wight's blog.

£300 per blog

*Discount available when you book your feature for 6 or 12 months

E-NEWSLETTER Our regular e-newsletter goes out to 25,000+ subscribers



NEW COPY LINK

Get your business featured within the editorial part of the e-newsletter.

£75 per link

FEATURED BOX

Promote your business with an image, 50 words and link to your website.

£157.50 per box

NEW SPOTLIGHT FEATURE

Promote your business in a featured article within the e-newsletter.

£250 per feature

BANNER

Provide an advert to appear in three e-newsletters that links to your website.

£315 for 3 issues

SOLUS E-NEWSLETTER

Take over the whole e-newsletter! Tell our subscribers all about what you are offering this can include news, stories, competitions, special offers and much more.

Includes 4 links to your own website and 1 link to your own social media.

£630

SOCIAL MEDIA Use our popular social media channels to engage with thousands of followers



INSTAGRAM STORY

Get your business discovered on our Instagram Stories. We will upload up to 8 slides (videos or images) that will appear at the top of 20k+ followers news feeds. Plus after 24 hours your story will be highlighted on our profile page for 2 months.

INSTAGRAM POST

Promote your business with words and a tag on one of our Instagram posts.

For prices please contact Jill who will provide a quote based on your requirements.

NEW FACEBOOK POST

Promote your business to 53K followers by purchasing a post.

LIMITED AVAILABILITY

Please email Jill to discuss advertising options at jill@visitwight.org or call 01983 521555 ext 26. For more detailed information of these advertising options and for advertising T&Cs please go to visitwightpro.com/advertising