

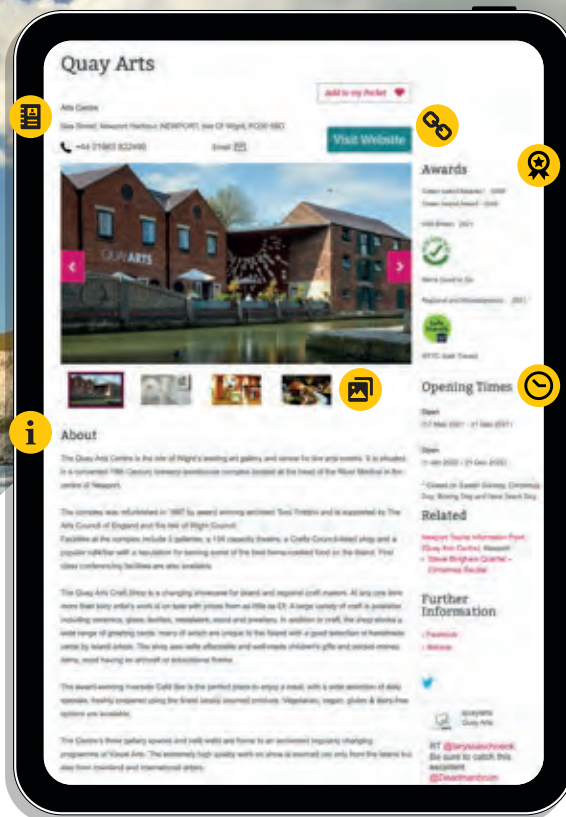


Visit Isle of Wight Advertising Ratecard 2022

All prices exclude VAT

Have you got these features on your FREE standard web page?

- | | |
|--|--|
| <ul style="list-style-type: none"> Your contact details Link to your website Awards 4 images Opening details Description | <p>PLUS</p> <ul style="list-style-type: none"> ✓ Map ✓ Facilities ✓ Special offers ✓ Tariff |
|--|--|



WANT MORE?

Upgrade your web page

Pick and choose the below features or purchase them all at a discounted bundle price. Prices are for 12 months.



SOCIAL MEDIA FEED
£32.50

Display your latest Twitter and Facebook feeds



TRIPADVISOR
£32.50

Show off your latest reviews



MORE IMAGES
£19.50 each

Display more high quality images



ONLINE BOOKING
£71.00

Be bookable on our website

WANT MORE EYES ON YOUR WEB PAGE? Pay for premium listings

ENHANCED LISTING £71.00
Appear higher than a standard web page

PREMIUM LISTING £200.00
Appear higher than an enhanced listing.

WANT ALL OF THE ABOVE?

Check out the web page bundles for maximum exposure

WEB PAGE BUNDLE

Purchase the above features and receive a 10% discount.

MAX LISTING

Top priority ranking, home page exposure, navigation menu link, editorial links on website plus two features in our visitor e-newsletters and a social post.

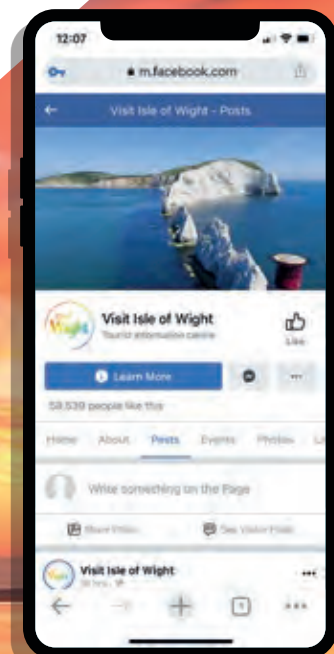
GOT ANY QUERIES? Contact Jill to discuss how visitisleofwight.co.uk can work for your business. Email: jill@visitwight.org / Telephone: 01983 521555 ext 26 or 07495 408225

WANT EVEN MORE EXPOSURE? Go to the next page to see how we can help >

Want more digital exposure?

PUT YOUR BUSINESS IN FRONT OF MORE VISITORS.
Pick and choose the below features or choose one of our suggestive bundles on the next page.

All prices exclude VAT.



WEBSITE EXPOSURE

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

MENU NAVIGATION FEATURE (BOX)

Feature on the main navigation menu.
£538 / 3 months*

HEADER IMAGE (TOP OF THE PAGE)

Be the first to be seen on a page.

Main pages £538 / 3 months*
or other pages £323 / 3 months*

BANNER ADVERTS

Place an advert within the editorial section.
Additional cost to create banner.

£538 / 3 months*

BLOG

Highlight your business within our blog section.
Shared on social as well.

Dedicated blog post - £500 per blog
Banner advert - £307.50 Per blog

EDITORIAL LINKS

Get mentioned within editorial.

£161.50 / 3 months*

ADDITIONAL WEB PAGES

Appear within different sections.

£86 / 12 months

NEW RUN OF NETWORKS

Run your own ad set alongside VIOW's campaign. (Additional cost to create advert.)

SOCIAL MEDIA

Use our popular social media channels to engage with thousands of followers. Prices on application.

INSTAGRAM 28k+ followers

INSTAGRAM STORY

Appear in our stories.

INSTAGRAM REELS

Add your short, entertaining videos.

FACEBOOK 62k followers

FACEBOOK POST

Promote your business on our Facebook channel.
Editorial led with a tag to your account.

NEW SOCIAL COMP

Get the attention of our followers by providing a prize.

VISITOR E-NEWSLETTER

Our regular e-newsletter goes out to over 25,500+ subscribers

FEATURED BOX

Promote your business in one of our featured boxes.
£161.50 per box

SOLUS

Take over the whole e-newsletter. £800

BANNER

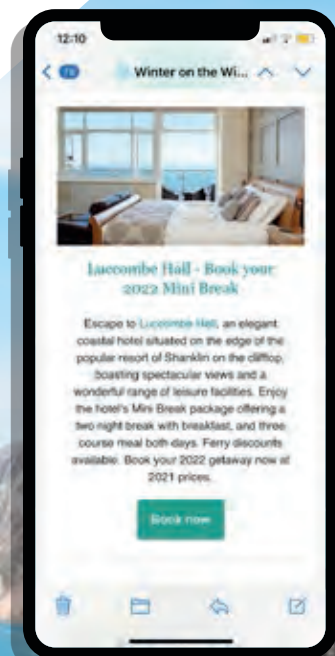
provide an advert to appear in three e-newsletters that links to your website. Additional cost to create banner.
£323 for 3 issues

NEED ASSISTANCE? Go to the next page for a range of discounted advertising packages created with your needs and budget in mind >

Advertising bundles

Choose an advertising package to suit your business and budget, offering a range of opportunities across our digital platforms.

All prices include the discount and exclude VAT.



GOLD £2000

 **TWO INSTAGRAM STORIES (UP TO 5 SEGMENTS ON EACH)**

 **FACEBOOK POST**

 **E-NEWSLETTER FEATURED BOX**

 **DEDICATED BLOG POST**

 **SOLUS E-NEWSLETTER**

 **EDITORIAL BANNER ON WEBSITE FOR 6 MONTHS**

SILVER £800

 **TWO E-NEWSLETTER FEATURED BOXES**

 **INSTAGRAM STORY (UP TO 3 SEGMENTS)**

 **FACEBOOK POST**

 **BLOG BANNER IN ONE OF OUR THEMED BLOGS**

BRONZE £500

 **E-NEWSLETTER FEATURED BOX**

 **FACEBOOK POST**

 **INSTAGRAM STORY (ONE SEGMENT)**

To view screen shots of all the advertising options featured in this ratecard and for T&Cs please go to visitwightpro.com/advertising

WANT TO KNOW MORE?

Contact Jill to discuss the advertising options available.

Email: jill@visitwight.org

Telephone: 01983 521555 ext 26 or 07495 408225

VISIT
ISLE OF WIGHT