

## Bath at Christmas Advertising Opportunities – November and December

Booking Deadline: 29<sup>th</sup> September

Artwork Submission Deadline: 13<sup>th</sup> October

### Campaign Partner - Two Available £5,000+vat per package

Advert Type	Placement/Stats	Requirements
One Hero Banner	Situated within the top carousel, led by Bath at Christmas campaign image. Linked through to your own website.	One high resolution landscape image (1920 wide x 1080 high) with URL.
One Dedicated Blog Post	Supported with paid for social advertising.	Written by businesses and supported with images. Example: <a href="#">Blog - Visit Bath</a>
Inclusion in round up Blog Post	Promoted across Visit Bath's social channels	Our marketing team will ensure businesses are included within relevant blog posts.
One Solus E-Newsletter	Database of 34,000 subscribers	Articles written by businesses and submitted to the Visit West team; they will then be set into our template. Examples available on request.
Panoramic Advert	Prominent advert situated on the campaign landing page.	One high resolution landscape image with copy (up to 40 words).
Social Posts <ul style="list-style-type: none"> <li>One Instagram Grid Post</li> <li>One Facebook Post</li> <li>Four Instagram Stories</li> </ul>	121.4k combined followers	Copy and imagery will need to be supplied at the start of the campaign, per post.
Press Release	Publishing of businesses Press Release on Visit West	Business/Event specific Press Release provided by advertiser.
Inclusion in Press Release	Included within Visit Bath's Press Release	Media team will ensure business is included.
Media launch event co-sponsor	Press release included in media pack and opportunity to present to the media.	Press release made available for our PR team; the team will then liaise directly to arrange a guest speaker.

### Gold Package - Three Available £2,000+vat (Gold, Silver and Bronze Members) £1,800+vat (Partner Members)

Advert Type	Placement/Stats	Requirements
One Top Row Advert	Enhanced advert on the campaign landing page, traffic through to business listing.	One high resolution portrait image.
One Dedicated Blog Post	Supported with paid for social advertising.	Written by businesses and supported with images. Example: <a href="#">Blog - Visit Bath</a>
One Featured Advert	Top level position on the Blog Page will then click through to Blog Post	One landscape image
One E-Newsletter Feature	Database of 34,000 subscribers	One high resolution landscape image with up to 30 words.
One E-Newsletter Banner Advert	Database of 34,000 subscribers	Artwork ready required (325 wide x 203 high) with URL.
Social Posts <ul style="list-style-type: none"> <li>One Facebook Post</li> <li>Four Instagram Stories</li> </ul>	121.4k combined followers	Copy and imagery will need to be supplied at the start of the campaign, per post.
Inclusion in round up Blog Post	Promoted across Visit Bath's social channels	Our marketing team will ensure businesses are included within relevant blog posts.
Inclusion in Press Release	Included within Visit Bath's Press Release	Media team will ensure your business is included.

### Silver Package - Four Available

£1,250+vat (Gold, Silver and Bronze Members) £1,050+vat (Partner Members)

Advert Type	Placement/Stats	Requirements
One Featured Advert	Presence on campaign landing page with click through to business listing.	Our marketing team will activate. Please specify which listing.
One E-Newsletter Feature	Database of 34,000 subscribers	One high resolution landscape image with up to 30 words.
One Featured Advert	Prime position feature on the Homepage linking through to business or event listing	Our marketing team will activate. Please specify which listing.
One Featured Advert	Prime position feature on the Things to Do page linking through to business or event listing	Our marketing team will activate. Please specify which listing.
Social Posts <ul style="list-style-type: none"><li>Three Instagram Stories</li></ul>	121.4k combined followers	Copy and imagery will need to be supplied at the start of the campaign, per post.

### Bronze Package - Eight Available

£500+vat (Gold, Silver and Bronze Members) £300+vat (Partner Members)

Advert Type	Placement/Stats	Requirements
One Featured Advert	What's On page with click through to business listing.	Our marketing team will activate. Please specify which listing.
One E-Newsletter Banner Advert	Database of 34,000 subscribers	Artwork ready required (325 wide x 203 high) with URL.
Social Post <ul style="list-style-type: none"><li>One Instagram Stories</li></ul>	121.4k combined followers	Copy and imagery will need to be supplied at the start of the campaign.

Please note: It is advisable that all images supplied are that of a Christmas theme and sent via WeTransfer due to email restrictions and limitations. We also advise all artwork ready E-News Banner Adverts have a clear and precise call-to-action with eye catching imagery.