

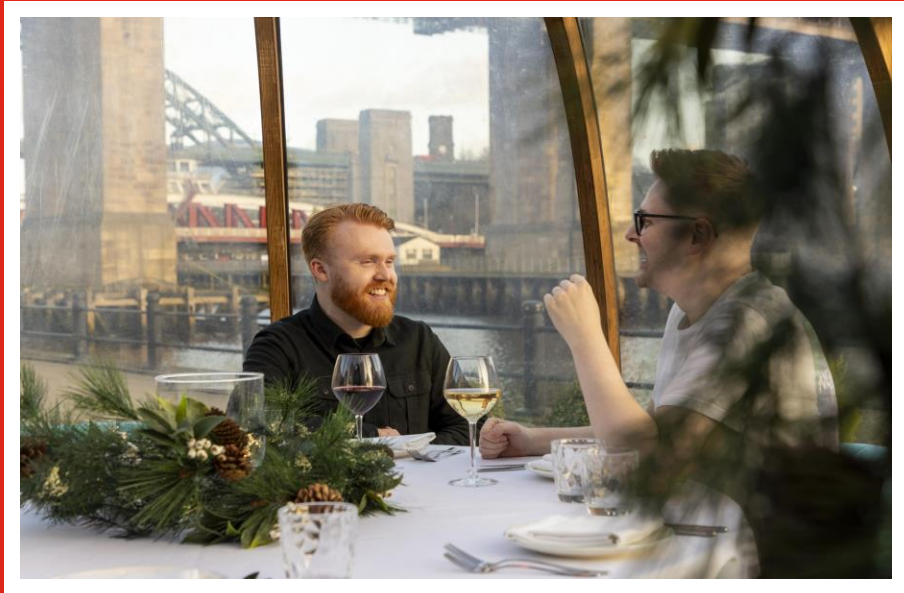


NewcastleGateshead  
Initiative

# DIGITAL ADVERTISING OFFER AND PACKAGES

# Christmas

# Unwrap digital advertising opportunities this festive season



**This Christmas, we're unwrapping incredible digital advertising opportunities for your business.**

With engaged followers across our social media channels and thousands of visitors to [newcastlegateshead.com](http://newcastlegateshead.com), this is your chance to **connect with a ready-to-visit audience.**

From bespoke social media content to highly targeted website editorial, we have **the perfect packages to boost your brand's visibility** and engagement throughout the Christmas season.

# Why advertise with us?

1.5 million website users – 3.2 million page views



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

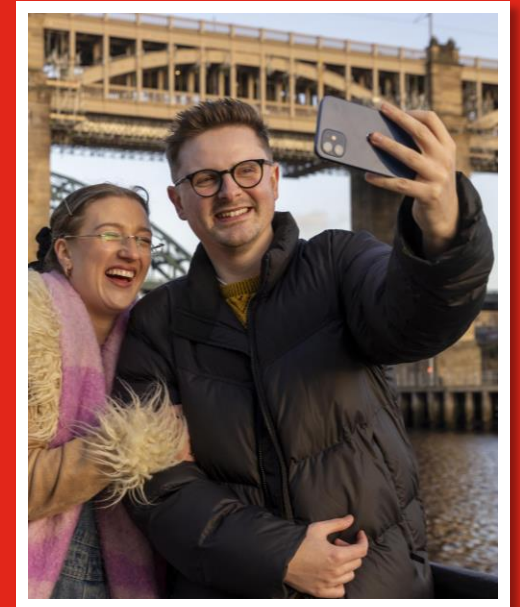
The [newcastlegateshead.com](http://newcastlegateshead.com) website provides an informative and user-friendly experience to over **1.5 million** visitors annually.

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

# Why advertise with us?

**Elevate your online visibility with NewcastleGateshead's impactful festive presence.** Our festive content delivers strong engagement. Here's what we achieved in 2023:

- ❖ **4.3 million** social media engagements
- ❖ Partner content viewed **1,058,109** times
- ❖ **6,000 new followers** on TikTok and Instagram in 4 weeks
- ❖ **25,000 visitors** to our competition page
- ❖ **30,000 visits** to our Christmas content hub on [newcastlegateshead.com](https://www.newcastlegateshead.com)
- ❖ **Over a quarter of a million visits** to Christmas content on [newcastlegateshead.com](https://www.newcastlegateshead.com)
- ❖ Ranking 1<sup>st</sup> on Google for 'Christmas Events in Newcastle', 'Christmas in Newcastle', 'Christmas things to do in Newcastle'.





NewcastleGateshead  
Initiative

**GET INVOLVED**

# Website – Sponsored Events Listing

From £180 Partner / £258 non-partner



NewcastleGateshead  
Initiative



- ❖ Feature your Christmas event with a sponsored listing on [newcastlegateshead.com](http://newcastlegateshead.com), appearing as the first event on the 'what's on' section and on the homepage for maximum visibility
- ❖ Draw attention to your festive market, concerts, shows, or family-friendly activities
- ❖ Reach 'out of' and 'in' region audiences

# Website – Christmas itineraries

**Inclusion: £220 Per Inclusion (Partner), £314 (Non-Partner)**

**Itinerary takeover: £305 (Partner), £436 (Non – Partner)**

- ❖ Showcase the best of your festive offering by securing a spot within a themed itinerary or opt for an entire itinerary
- ❖ Target visitors planning festive getaways, ensuring your business is part of their itinerary
- ❖ Example itinerary titles include, **48 hours in NewcastleGateshead this Christmas**



# Banner Advert in What's On Email – Nov/Dec



NewcastleGateshead  
Initiative

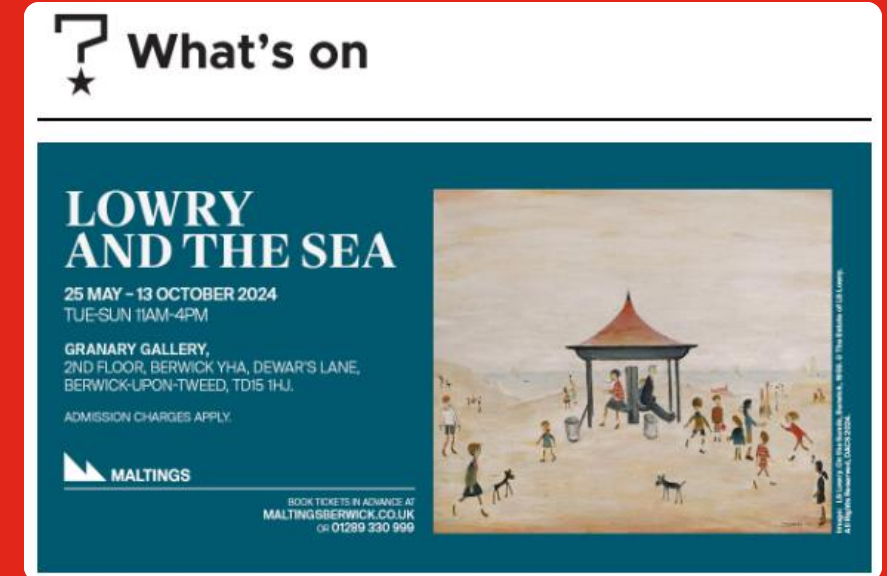
£219 (Partner) / £313 (Non-Partner)

## Feature Your Event with a Banner Advert in our What's On Email

- ❖ Get your event in front of an active audience looking for Christmas activities via a banner ad in our newsletter
- ❖ Boost ticket sales and attendance for November and December events

## Direct Access to an engaged audience

- ❖ Sent to a consumer database of over 28,000 subscribers
- ❖ Reach a highly engaged audience eager to explore Christmas markets, shows, dining, and more
- ❖ Drive traffic to your event page or website, ensuring maximum visibility
- ❖ Perfect for holiday concerts, markets, light trails, and festive experiences





# Social Media

## Bespoke Reel or TikTok

£350 (Partner) / £500 (Non-Partner)

Get a **custom, high-quality video** created specifically for your business

- ❖ Tap into the power of short-form video to capture attention and drive traffic
- ❖ Perfect for showcasing events, products, or experiences in a fun and engaging way
- ❖ Benefit from our established audience for **maximum reach and visibility**

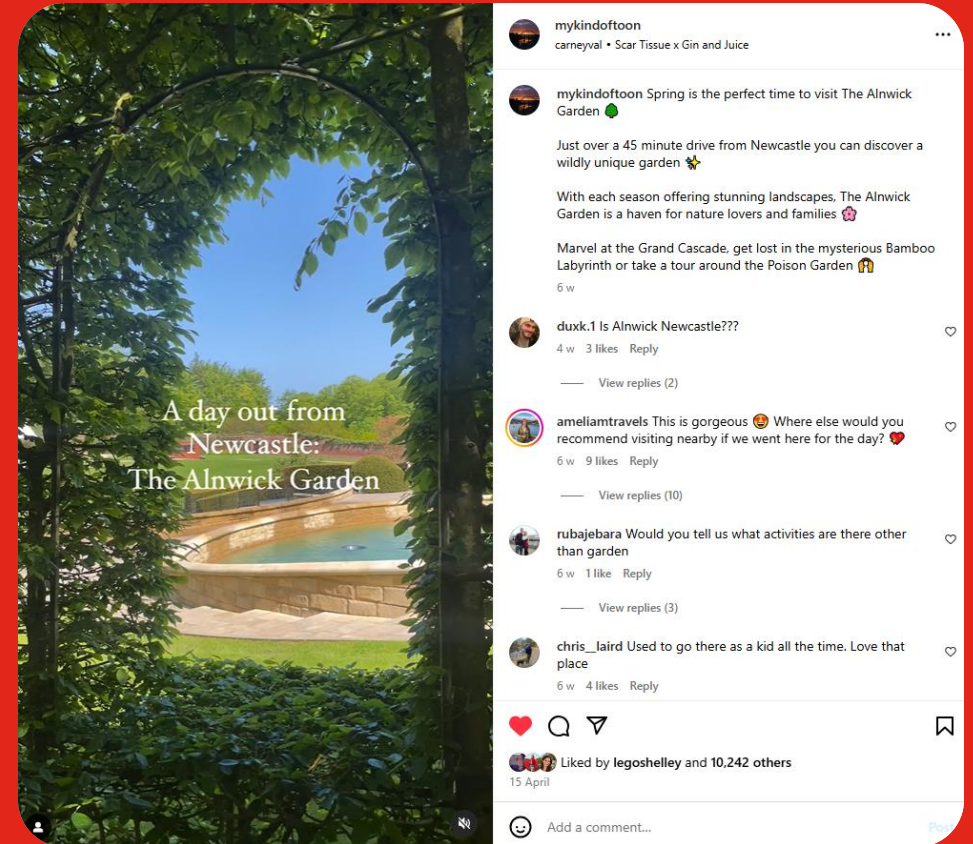
## Inclusion in Group Reel or TikTok

£75 (Partner) / £100 (Non-Partner)

- ❖ Feature your brand alongside others in a **high-performing, curated video**
- ❖ Share the spotlight in popular Christmas-themed content
- ❖ Engage users actively looking for Christmas shopping, events, and dining options



NewcastleGateshead  
Initiative



# Social Media



**Paid Post (Meta and TikTok)** – £500 (Partner) /  
£550 (Non-Partner) *Ad spend flexible*

- ❖ **Boost your visibility** with a paid promotion on our social media platforms
- ❖ Target a wider, relevant audience based on demographics, interests, and location
- ❖ Drive clicks, conversions, and attendance with a fully optimised, high-impact post

**Organic Post** – £150 (Partner) /  
£200 (Non-Partner)

- ❖ Get your brand featured in our **social content** across Meta and X platforms



NewcastleGateshead  
Initiative

# 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 (X/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 (characters on Twitter)
- ❖ 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)



NewcastleGateshead  
Initiative

# Thank you

**Maximise your business visibility with  
NewcastleGateshead.**

**Email [flora.reeve@ngi.org.uk](mailto:flora.reeve@ngi.org.uk)  
to find out more or discuss a package option.**