



NewcastleGateshead
Initiative

DIGITAL ADVERTISING OFFER AND PACKAGES 2024/2025





NewcastleGateshead
Initiative

BENEFITS



Why Work with NewcastleGateshead?

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 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.

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**

**84 million
impressions
on Google
Search results
listings**

We offer a number of digital advertising opportunities across our digital platforms.



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DIGITAL ADVERTISING OPPORTUNITIES

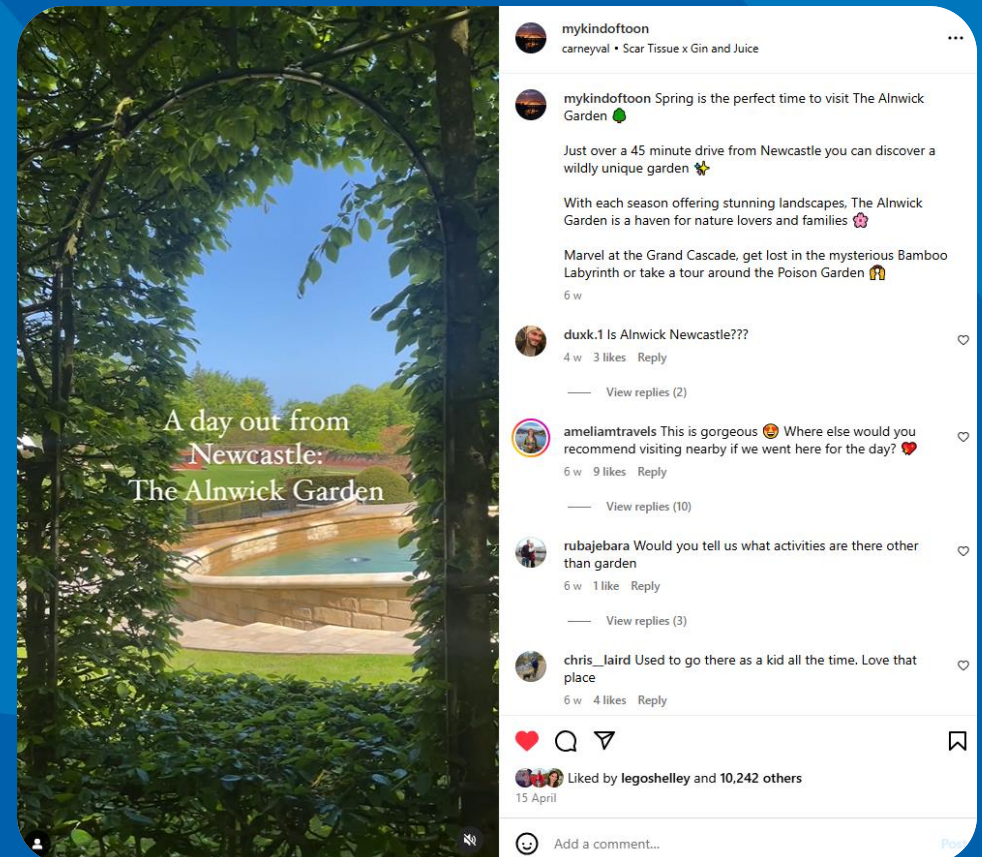
Social Media Opportunities

Our social channels boast a combined audience of over **110,000 followers**, ensuring your message reaches an engaged community. With **23.3 million post impressions**, your promotion will benefit from **significant visibility** and reach.

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.

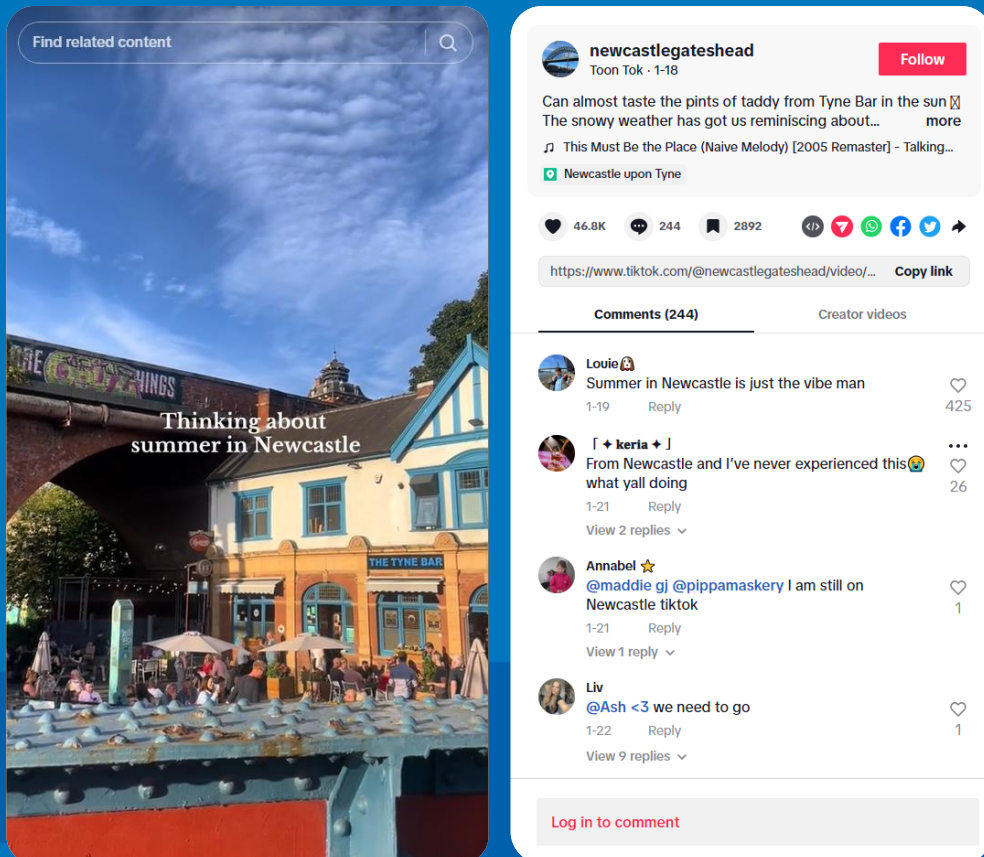
Price: £550
(including £300 Meta ad spend)



Social Media Opportunities



Our social channels boast a combined audience of over **110,000 followers**, ensuring your message reaches an engaged community. With **23.3 million post impressions**, your promotion will benefit from **significant visibility** and reach.



Social Media Post Organic (X and Facebook)

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

Price: £200

TikTok Video

20k followers - 512k likes

Promote your business on the fast-growing NewcastleGateshead TikTok account to reach a lively and rapidly growing audience.

Price: £500

Website Opportunities



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Advertise on newcastlegateshead.com to reach **1.5 million website users** and ensure your business gets noticed by prospective visitors. With **3.2 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.

Itinerary List Feature

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: £314

Featured Itineraries



**New
for
2024!**

Website Opportunities

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A taste of Newcastle: a three day guide to dining around Newcastle

Embark on a delectable journey through the vibrant culinary landscape of Newcastle upon Tyne, where every bite tells a story and every sip unveils a new flavour adventure.

Over the course of three days, immerse yourself in the rich tapestry of tastes that define this dynamic city. From the comforting embrace of traditional British fare to the bold and exotic flavours of international cuisine, NewcastleGateshead offers a tantalising array of gastronomic delights sure to satisfy even the most discerning palate.

Prepare to indulge in a gastronomic odyssey that showcases the best of local flavours, hidden gems, and culinary treasures waiting to be uncovered.

ADD TO TRIP



New
for
2024!

Itinerary 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: £436

Itinerary Schedule



DAY 1 AM

City Centre: Breakfast

Start your day right with a delectable brunch in the city centre at [Horticulture](#). Choose from crowd favourite, Avo on toast or indulge in their take on a full english and enjoy a 'Muckle Breakfast'. The menu boasts a range of vegan and veggie options as well. It is the perfect place to fuel up and start your day!

View More

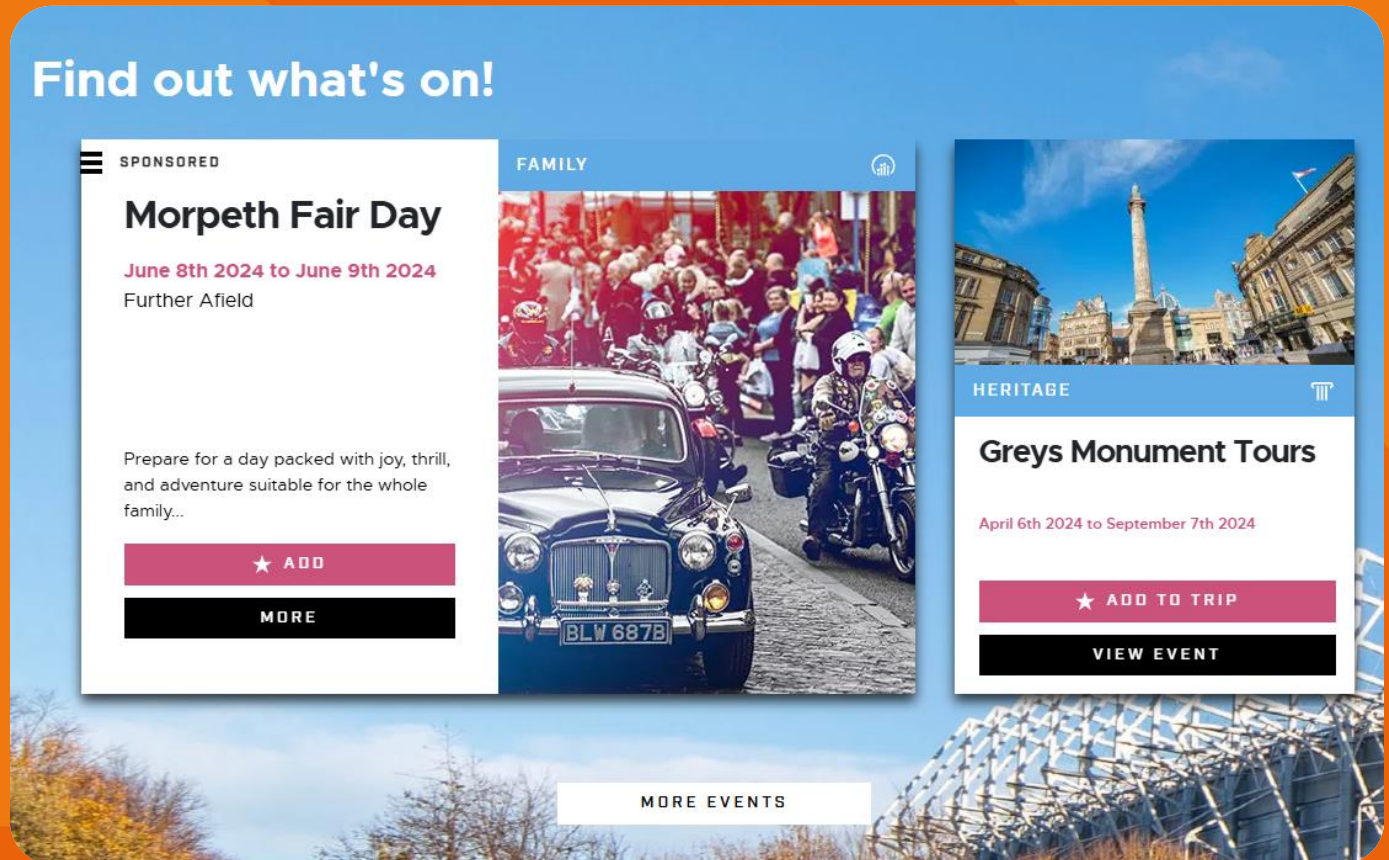
Website Opportunities

Sponsored Events Listing

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: From **£258**

Find out what's on!



The screenshot displays a mobile website interface with a blue header. The main content area is divided into two columns. The left column features a sponsored event listing for 'Morpeth Fair Day' with a date range of June 8th to 9th, 2024, and a description: 'Prepare for a day packed with joy, thrill, and adventure suitable for the whole family...'. It includes a pink 'ADD' button and a black 'MORE' button. The right column shows a 'FAMILY' event listing for 'Greys Monument Tours' with a date range of April 6th to September 7th, 2024, and a description: 'Prepare for a day packed with joy, thrill, and adventure suitable for the whole family...'. It includes a pink 'ADD TO TRIP' button and a black 'VIEW EVENT' button. A 'MORE EVENTS' button is located at the bottom center of the page.

SPONSORED

Morpeth Fair Day

June 8th 2024 to June 9th 2024
Further Afield

Prepare for a day packed with joy, thrill, and adventure suitable for the whole family...

★ ADD

MORE

FAMILY

Greys Monument Tours

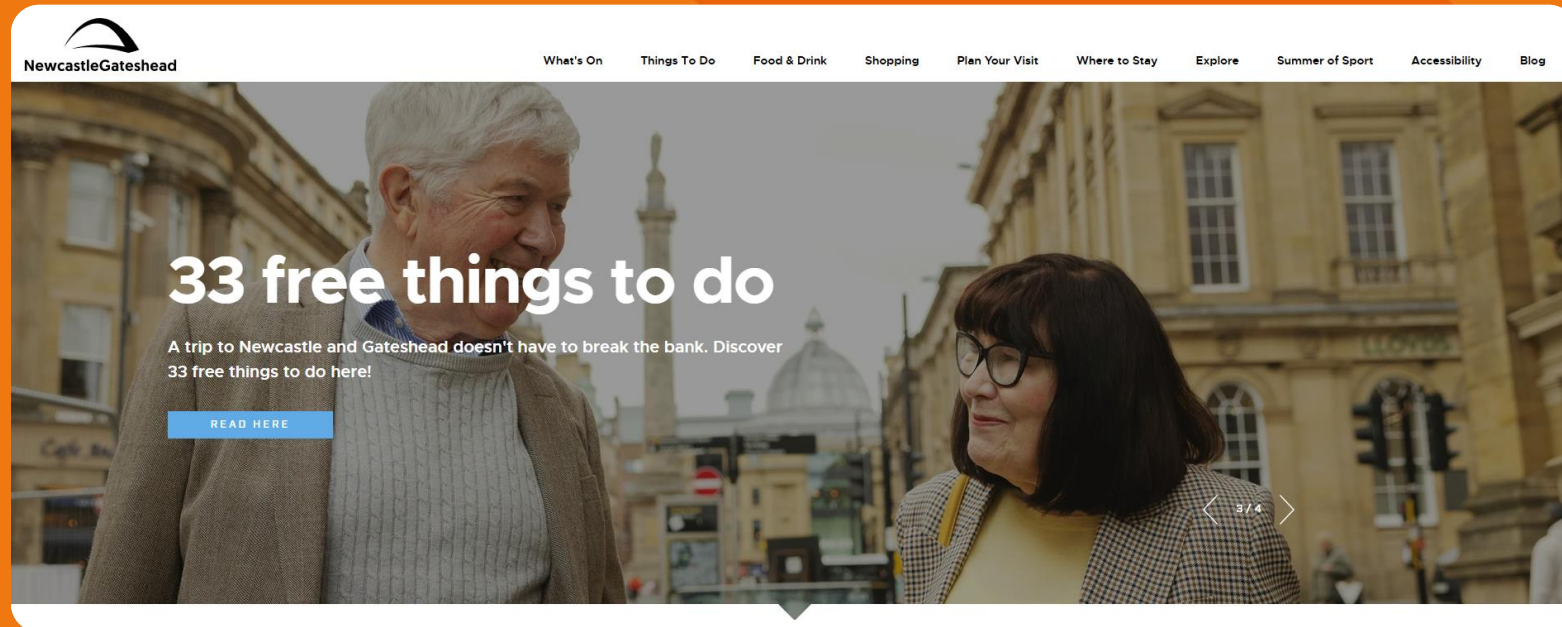
April 6th 2024 to September 7th 2024

★ ADD TO TRIP

VIEW EVENT

MORE EVENTS

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: **£313** for six months

Email Marketing

Utilise email marketing ads from NewcastleGateshead's database to connect with **35.7k engaged subscribers**. With an average **open rate of 38%** and a **click through rate of 2.4%**, your message will **reach a responsive audience**.

Solus Email

Promote your event or business with a dedicated solus email sent to 35.7k 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 **£700**



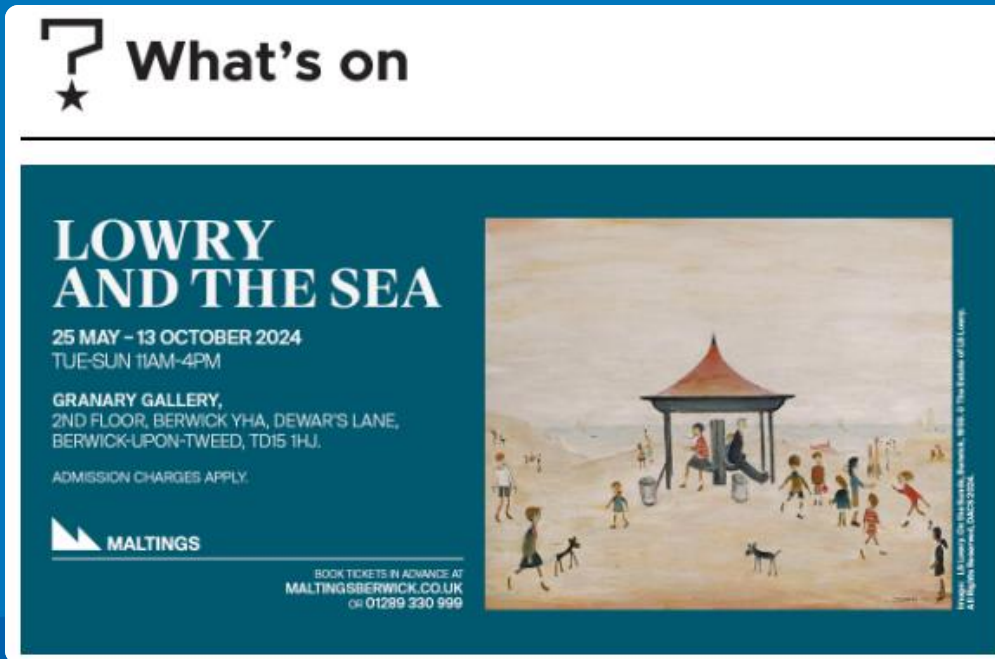
Blackfriars Cloister Garden BBQ

Enjoy weekly BBQ Nights in Blackfriars Cloister Garden, set with festoons, heated parasols and a newly-planted garden. You'll enjoy a sharing plank of seasonal starters, followed by a main course straight from the BBQ, rounded off with a seasonal dessert.

[READ MORE](#)

Email Marketing

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What's on

LOWRY AND THE SEA

25 MAY - 13 OCTOBER 2024
TUE-SUN 11AM-4PM

GRANARY GALLERY,
2ND FLOOR, BERWICK YHA, DEWAR'S LANE,
BERWICK-UPON-TWEED, TD15 1HJ.

ADMISSION CHARGES APPLY.

MALTINGS

BOOK TICKETS IN ADVANCE AT
MALTINGSBERWICK.CO.UK
OR 01289 330 999

In light of the Lowry's 100th Birthday, Berwick, with the Estate of Sir Lowry,
All Rights Reserved, 2023-2024.

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 **£314**

Seasonal digital campaigns and packages

Join our seasonal campaigns and promotions to **gain targeted exposure** across our digital channels.

New
for
2024!



Season	Theme
Summer '24	Food and Drink
Autumn '24	Nightlife and Live Music
Christmas '24	Christmas
Winter '25	Culture

These campaigns are timed to coincide with key events and holidays, ensuring your business reaches a **highly engaged audience**, with not to be missed **special deals and offers** available.



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All costs Excl. VAT	Quantity or Timeframe	Partner Price	Non-Partner Price
Solus Email (Subject to availability) If additional design needed + £200 + VAT	Per email	£500	£700
Banner advert in What's On email (Subject to availability)	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 (Mid-point + 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 (X/ Facebook)	Per post	£150	£200
TikTok	Per post	£350	£500



Email
flora.reeve@ngi.org.uk
to find out more or discuss
a package option.



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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 i.e. 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

**Maximize your business visibility with
NewcastleGateshead.**

**Email flora.reeve@ngi.org.uk
to find out more or discuss a package option.**

