



NewcastleGateshead
Initiative

DIGITAL ADVERTISING OFFER AND PACKAGES 2024/2025

Exclusive Partner Offers





NewcastleGateshead
Initiative

PARTNER 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.

Exclusive Partner Perks

Partners can take advantage of various opportunities to engage with NewcastleGateshead's digital audience through our website, email, and social media marketing.

As a Partner, you receive **greater visibility** across newcastlegateshead.com, with **dedicated profile pages**, and opportunities to be **featured in blog articles, email campaigns, social media posts**, and the comprehensive **'what's on' events** section.

All **Partner listings** are **'enhanced'** ensuring that there is greater prominence across the website.



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

Partner Website Listings

Partners will receive the following:

You will Receive	Partner Benefit
A website profile in a relevant category section including description, images, booking information, contact details, opening hours and embedded YouTube video.	Partner listings appear first on all category landing pages.
Events promotion on 'What's On' section of newcastlegateshead.com .	Partner events appear above non-partner events.

In addition to our enhanced Partner listings, we offer a number of digital advertising opportunities across our digital platforms at discounted rates...



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DIGITAL ADVERTISING OPPORTUNITIES

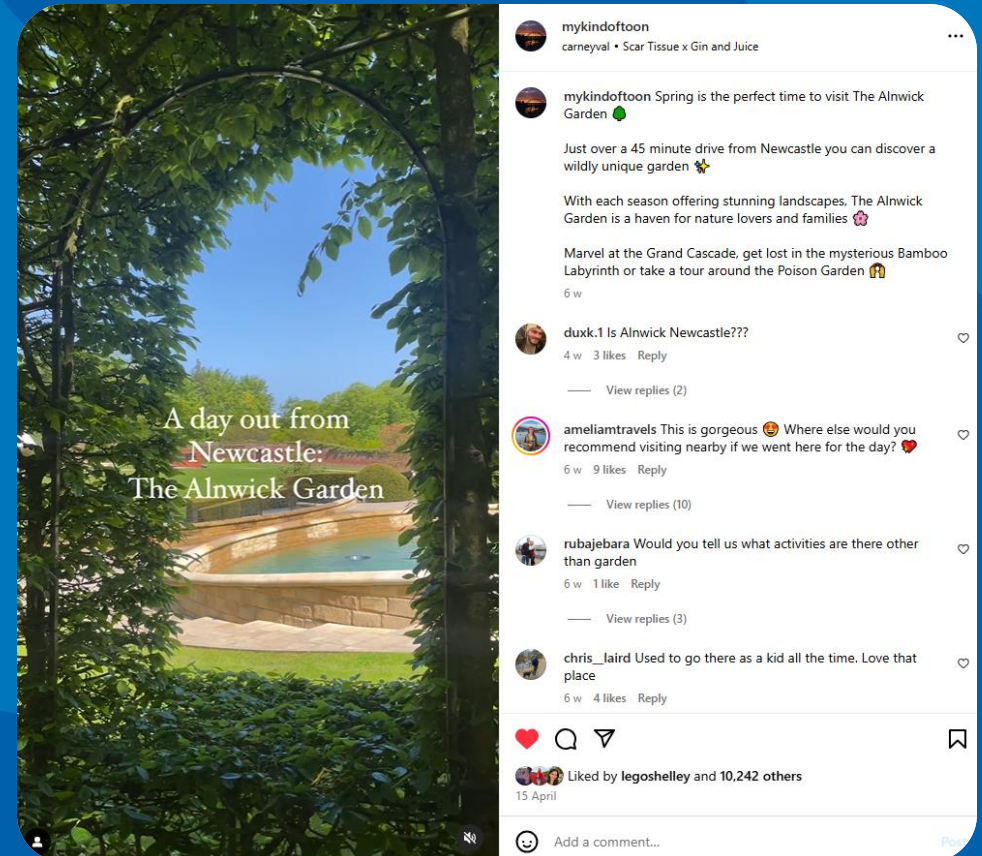
Social Media Opportunities

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)

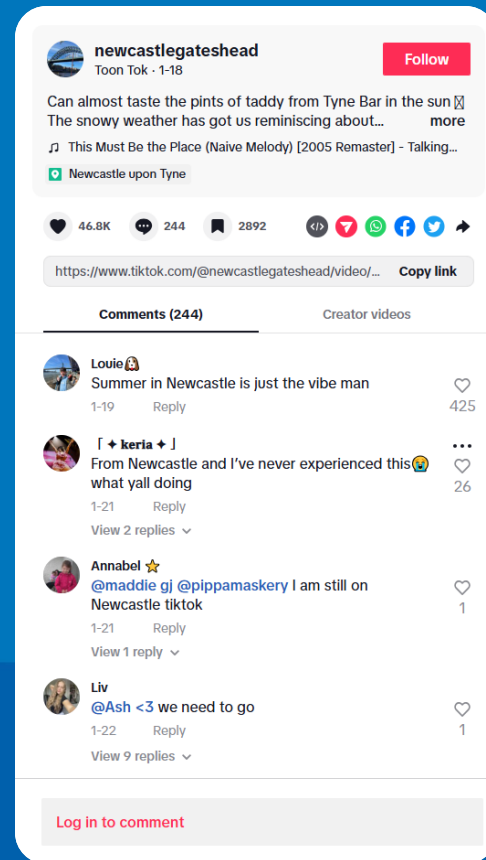
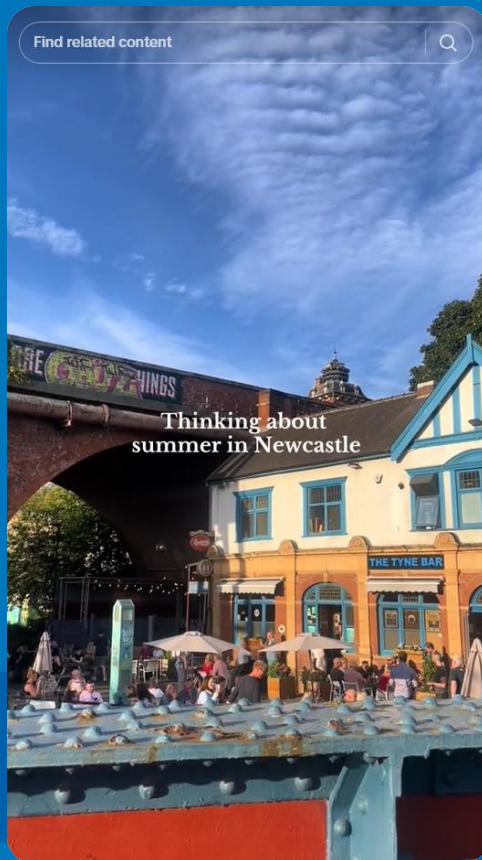
A sponsored social media post is a targeted and impactful method to promote your business, attraction or event on NewcastleGateshead's Instagram and Facebook accounts. TikTok advertising campaigns can also be arranged upon request.

Price: £500
(including £300 Meta ad spend)



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Social Media Post Organic (Facebook)

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

Price: £150

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: £350

Website Opportunities

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.

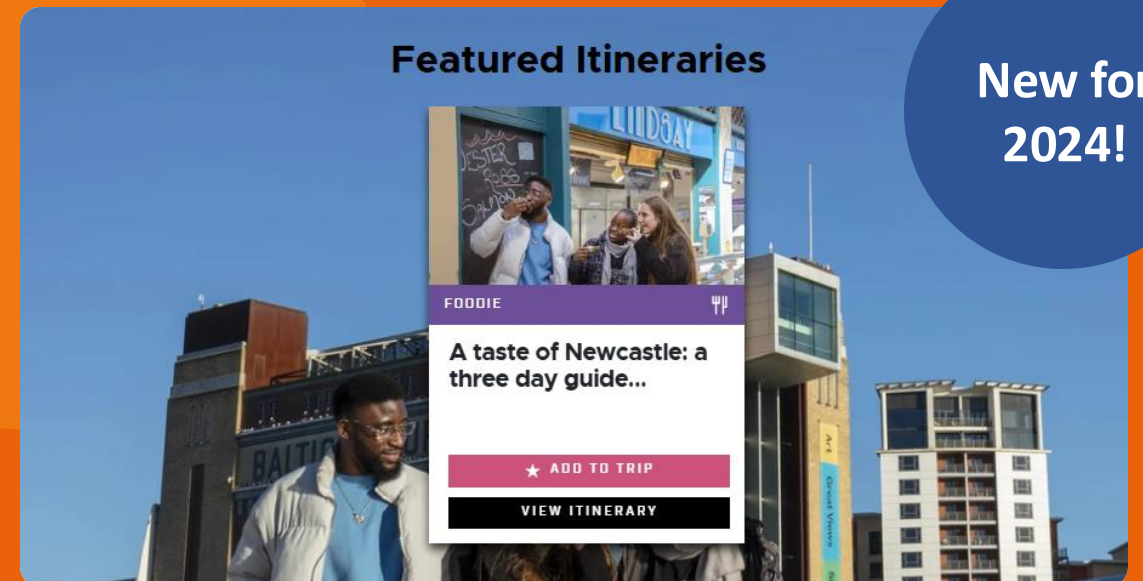
ITINERARIES

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: £220



**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: £305

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

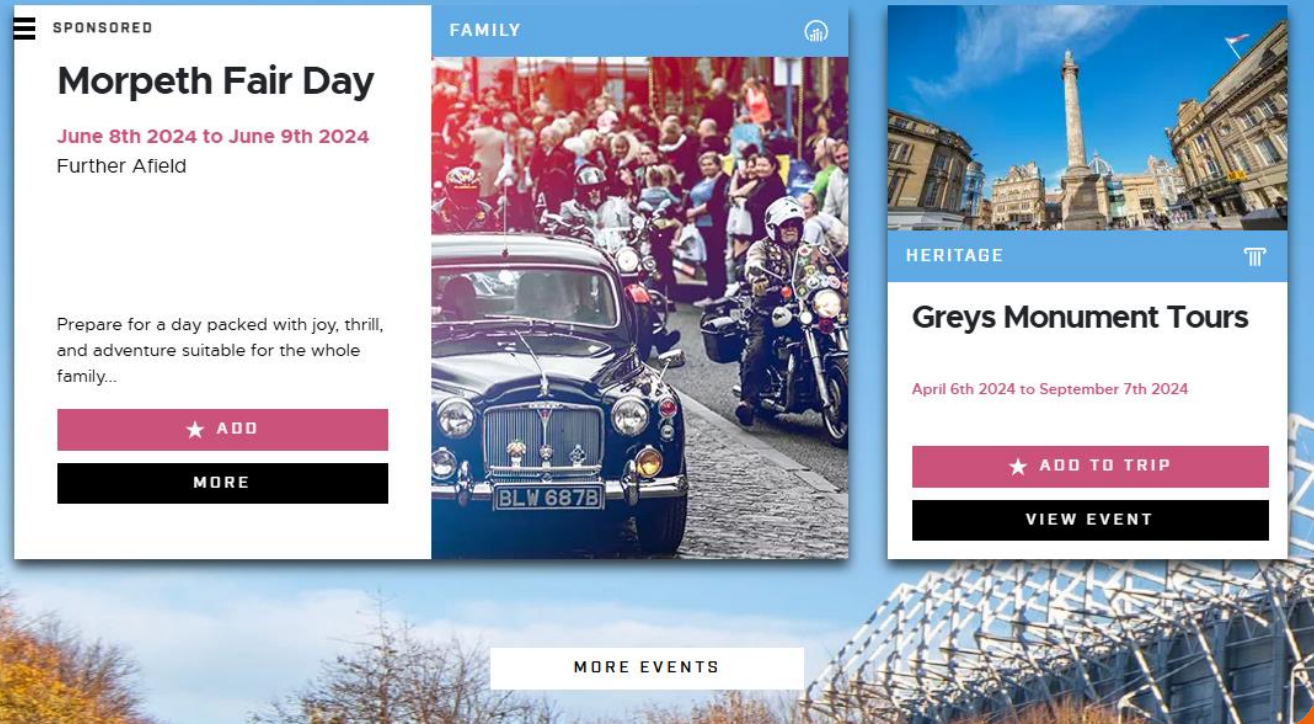
Website Opportunities

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 £180

Find out what's on!

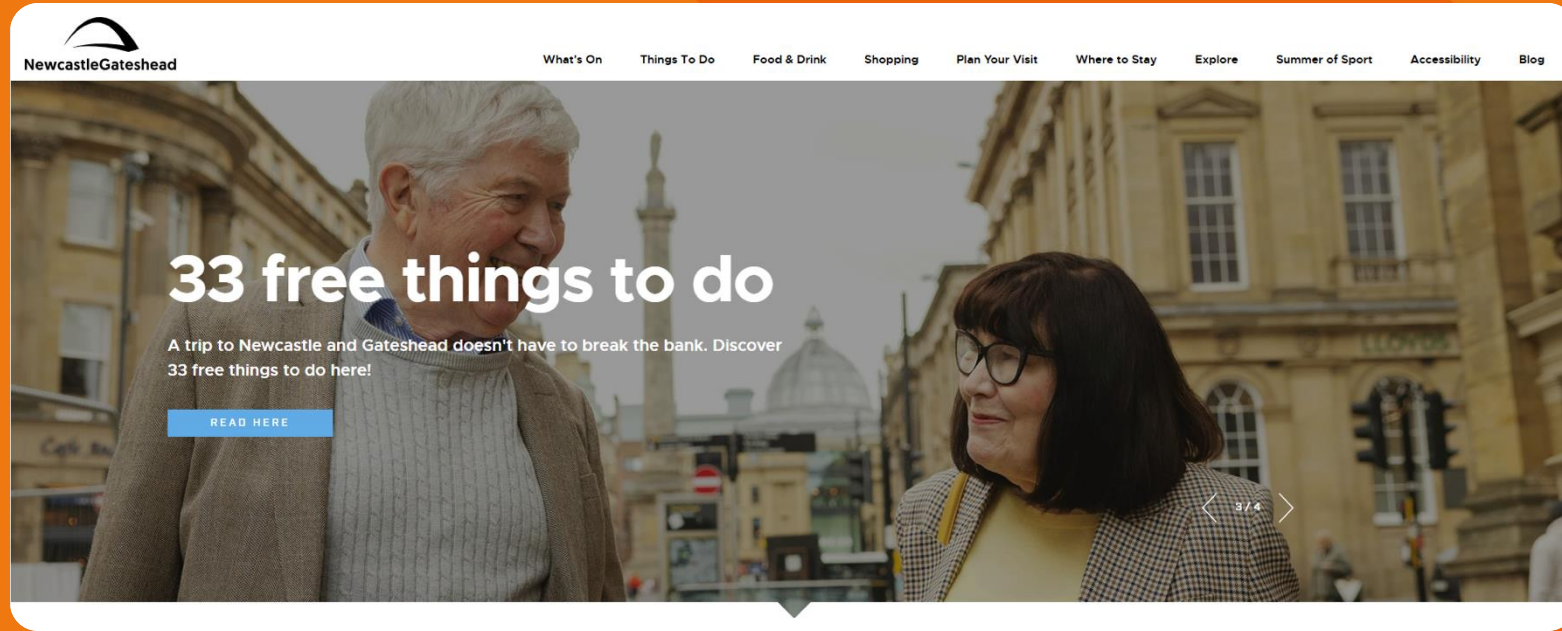


The screenshot displays the 'What's On' section of the Newcastle Gateshead website. It features two event listings:

- Morpeth Fair Day** (SPONSORED):
 - Category: FAMILY
 - Dates: June 8th 2024 to June 9th 2024
 - Location: Further Afield
 - Description: Prepare for a day packed with joy, thrill, and adventure suitable for the whole family...
 - Buttons: ★ ADD, MORE
 - Image: A crowd of people and a classic car.
- Greys Monument Tours** (HERITAGE):
 - Dates: April 6th 2024 to September 7th 2024
 - Description: (Not fully visible)
 - Buttons: ★ ADD TO TRIP, VIEW EVENT
 - Image: Greys Monument in Newcastle.

A 'MORE EVENTS' button is located at the bottom of the listings area.

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: **£499** for six months

Email Marketing



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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 3%**, 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 **£500**

Jingle all the way to The Glasshouse for festive fun this Christmas

Sent as a paid for promotion



Get rocking around our Christmas tree!

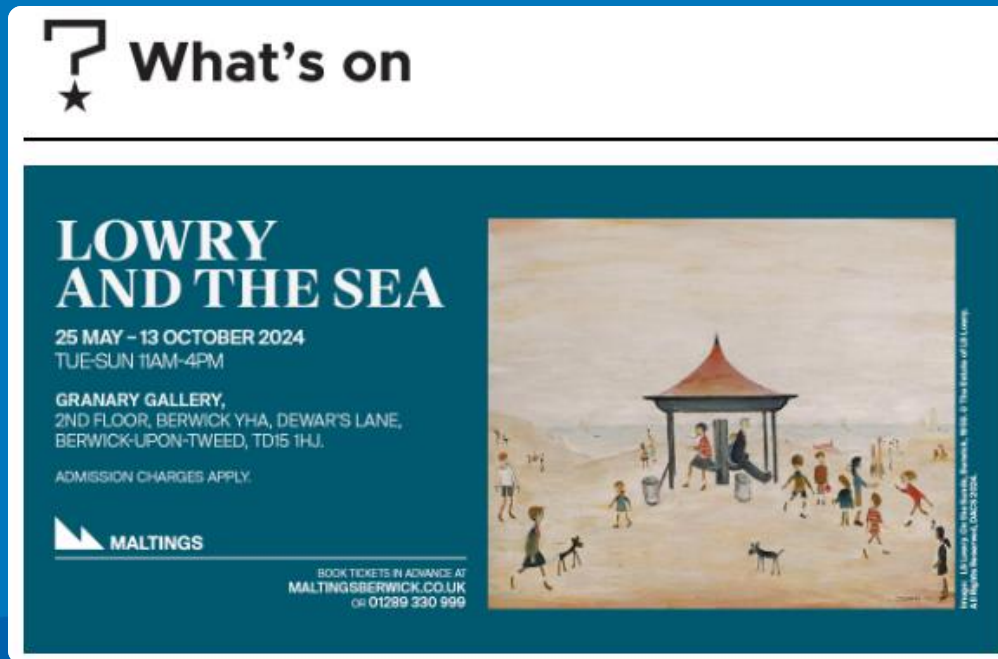
The elves at The Glasshouse have been working hard all year to bring you and amazing line up of concerts across the festive season.

From party nights to festive films, cosy concerts to toe tapping treats, there's a sack full of entertainment to leave you warm from the inside out.

** Average based on all emails sent over a 6-month period to the consumer database between March '23 – March '24

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 3%**, your message will reach a responsive audience.



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 **£219**

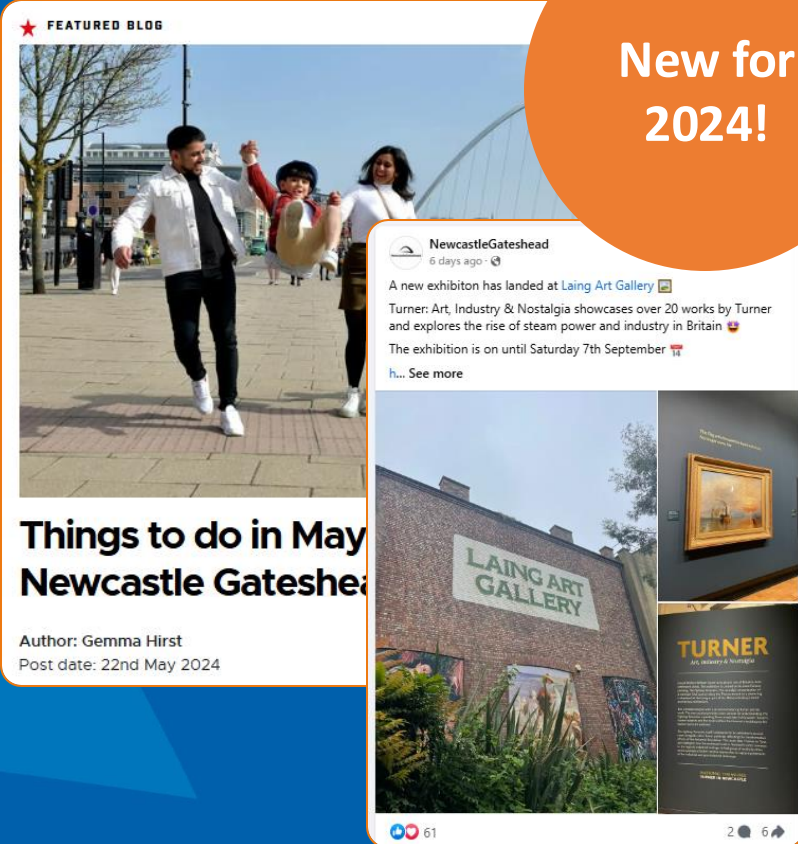
£500 Content Package (NEW!)

Boost your visibility with our new £500 Content Package, providing distribution via multiple high-traffic channels.

The package includes the following:

- Facebook Post
- Inclusion in a relevant blog
- Mention in an Instagram Reel/TikTok roundup post

Email lisa.kelly@ngi.org.uk
to find out more or discuss a package option.



★ FEATURED BLOG

Things to do in May Newcastle Gateshead

Author: Gemma Hirst
Post date: 22nd May 2024

New for 2024!

NewcastleGateshead
6 days ago

A new exhibiton has landed at Laing Art Gallery

Turner: Art, Industry & Nostalgia showcases over 20 works by Turner and explores the rise of steam power and industry in Britain

The exhibition is on until Saturday 7th September

h... See more

LAING ART GALLERY

TURNER
ART, INDUSTRY & NOSTALGIA

61



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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 (Facebook)	Per post	£150	£200
TikTok	Per post	£350	£500



Email lisa.kelly@ngi.org.uk
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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 (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
- 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)



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Thank You

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