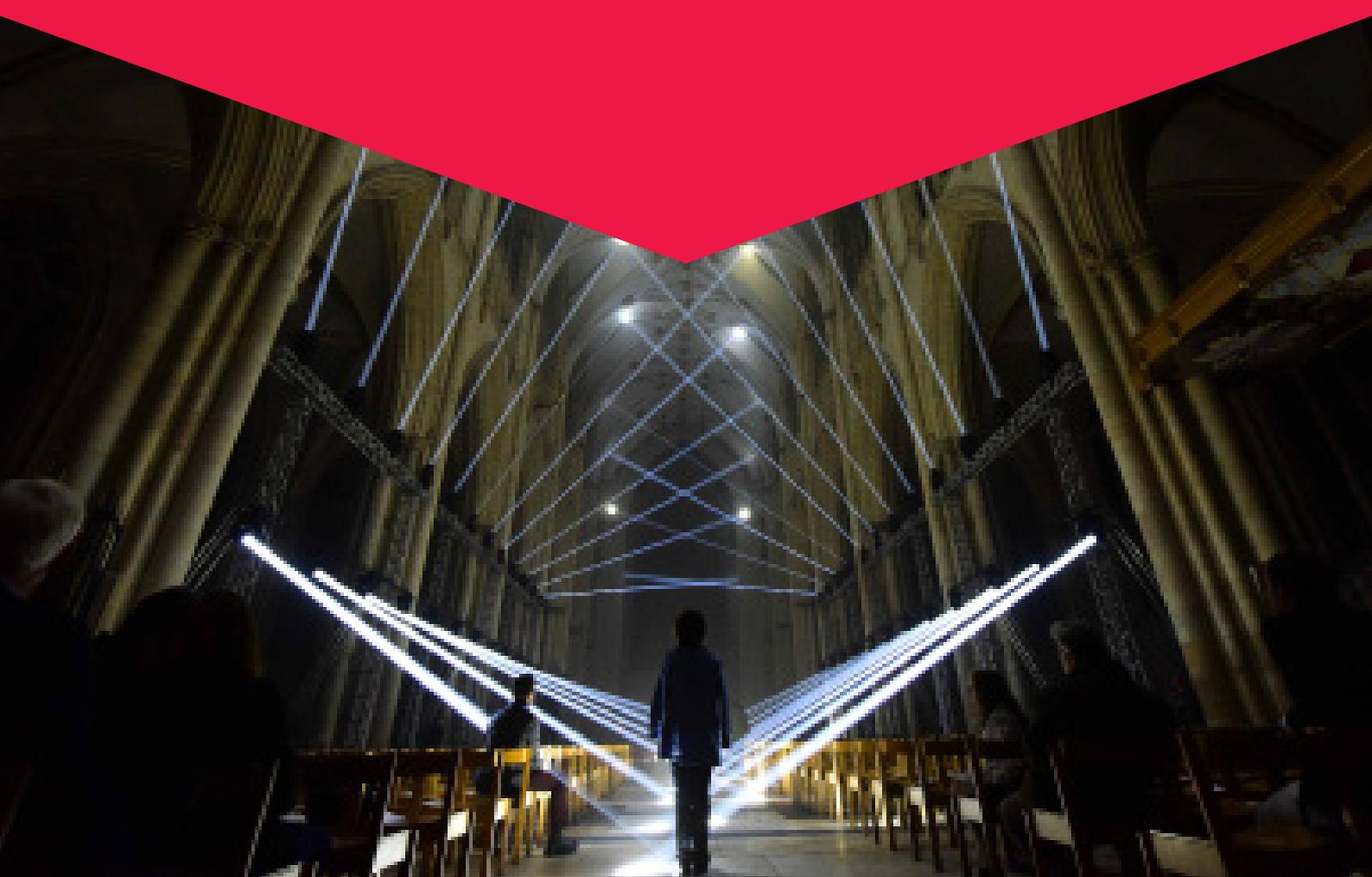


VisitYork

Digital Marketing Opportunities

2019/20 RATECARD



Launch your digital advertising campaign with Visit York

Audience

Visityork.org secures, on average, 100,000 unique visitors per month and growth is set to continue. We proactively work on our search engine optimisation across the site, ensuring organic growth is always on the up!

Our audience is a diverse spread of demographic & geographic segments including: 24% 25 - 34 year olds, 20% 45 - 54 year olds, Gender ratio female to male: 60 / 40.

Annual UK Reach

Over 1,000,000 of our site users per year are based in the UK with significant traffic from the South East and North East. London and the six counties account for 14% of our annual traffic.

Interested?

digitalteam@makeityork.com
or **01904 554472**

Device Split



Annual international reach

147,000
of our site
users are
outside
the UK

Top six international audiences are:

-  United States
-  Australia
-  Germany
-  Netherlands
-  Canada
-  Spain

visityork.org search and interest behaviour

Our web visitors search for:

- > Accommodation
- > Trips and Tours
- > Air travel
- > Things to see and do

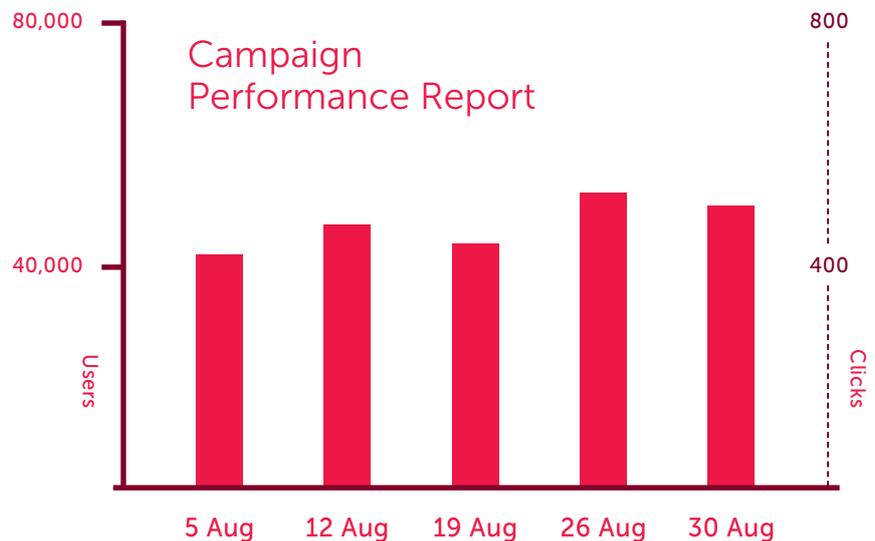
Lifestyle interests:

- > Eating out
- > Travel
- > Shopping
- > Historical / Heritage experiences

Return on Investment

We have impression and click through data at our fingertips ready to let you know how much of a punch your digital campaign packs.

You'll have all the information you need to report on any digital campaign placed with Visit York.



Testimonials



"The Deep has worked with Visit York for over 4 years, both on digital campaigns and print. Our digital activity on their website has delivered great results and is ranked in our top 5 referral sites since we joined. Additionally the e-shots that they offer have allowed us to reach a large number of visitors quickly and easily. The team offer a wide range of options, to suit all budgets and I would highly recommend them."

Becky Leach

Marketing and Communications Manager at The Deep

HUMPIT

"The digital team were briefed to promote an in store offer. They delivered a social media campaign, footfall stepped up and we were very pleased with the results".

Jonathan Phillips

Co-Owner at HUMPIT HUMMUS LIMITED

Rates

Minimum time durations may apply

Visit York Members Discount
(incl VAT)

Non Members
price (incl VAT)

Price per month

HOMEPAGE

Square Banner Ad (300px - 250px)

£250

£375

Featured Grid (260px - 298px)

£300

£450

HUB PAGES

Leaderboard Ad (90px - 270px)

£100

£150

Square Banner Ad (350px - 250px)

£125

£187

Featured Grid (260px - 298px)

£200

£300

Hero Footer (1750px - 600px)

£250

£325

Content Leaderboard (1220px - 400px)

£300

£400

E-SHOT

Dedicated

£1,800

Exclusive to members only. Not available to non members.

Advertorial insert

£500

OTHER

Nav Menu Don't Miss

1 Grid on the main drop down menu across the whole site

£300 per month

£400 per month

Feature Page (12 Months minimum)

1 Dedicated page on visityork.org, Content + multimedia

£1500 First year then £995 per annum

£1950 per annum then £1500 per annum

Featured Event (1 Month minimum)

Same as feature page but limited time broadcast

£200 per month or £995 per annum

£300 per month or £1500 per annum

Blog Post

1 Blog Post on visityork.org, 800 words of copy + multimedia

£350 per post

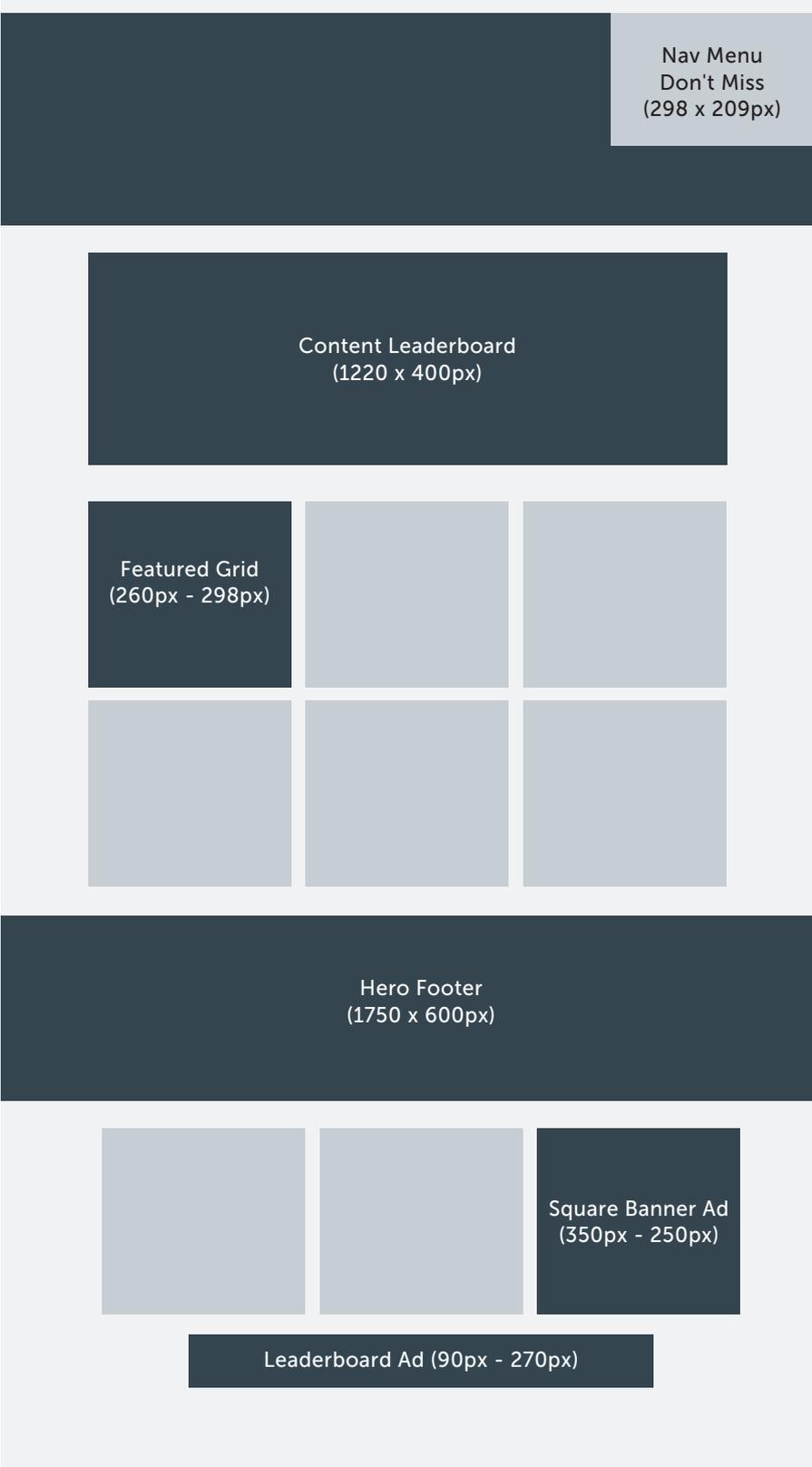
£455 per post

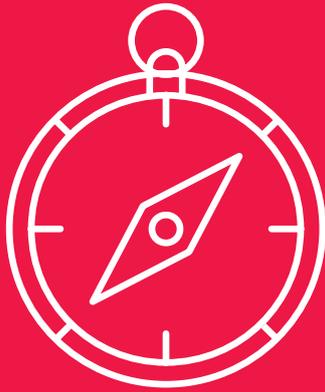
Social Media Campaigns

We have numerous social media campaign options available, get in touch for further information or ideas

Starting from £150 per campaign

Starting from £250 per campaign





Interested?

digitalteam@makeityork.com

01904 554472

VisitYork

A PART OF **MakeItYork**