

ADDITIONAL PARTNER OPPORTUNITIES

bournemouth.co.uk

3.1M
page views

pooletourism.com

742,000
page views

On the official tourism websites

* stats recorded Oct 18 - Oct 19



The Bournemouth What's On Page received **over 80,000 sessions** in the last 12 months & the Bournemouth Homepage received over **170,000 sessions!**

Gain clicks for your site with exposure on our premium website pages



Unlimited event submissions to partners



For an additional £50+VAT per business per website* terms & conditions apply

No need to break the bank!

Spaces from **£250+VAT** for the year



Our banners are priced for 12 month periods, speak to our team for quarterly options

Widely read consumer E-newsletters

Bournemouth: **Over 7000 subscribers**
- 38% open rate

Poole: **1,900 subscribers** - 45% open rate



Create an eye catching footer banner and stand out from the crowd!

Send us three slides and turn your ad into an animated gif!



During 2019 our most successful footer banners received **400+ clicks per quarter!**

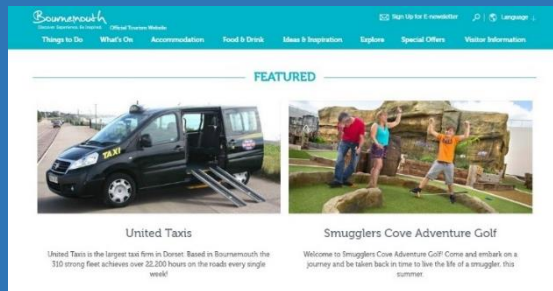
Please contact bcptourism@bcpcouncil.gov.uk or 01202 454754 for more details

This document contains a breakdown of additional marketing opportunities that are available to our partners.

There is limited availability, spaces are sold first come, first served. They are priced at a 12-month rate although quarterly rates are available upon request.

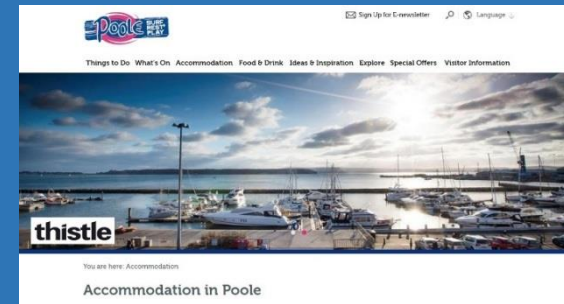
Homepage Featured Spotlights

A **Featured Spotlight** provides your business with unique visibility on the Bournemouth and/or Poole **homepages**. A featured spotlight sits below the search console (limited available spaces). The feature will include; one main image, a short description and a direct link to your product page.



Slider Headers

These prime carousel positions provide your business **maximum exposure** on the selected page. Add a link to direct traffic **straight to your own website**. (Please note these spaces have limited availability and artwork will need to be provided by your business)

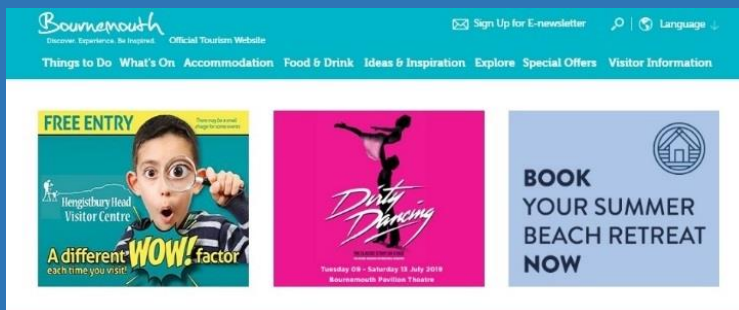


Footer Banners

Book a footer at the base of the homepage or any of the subpages and **convert page traffic into clicks straight to your website**.

Footers on the Bournemouth What's On page received between **400 – 650 clicks** per quarter last year!

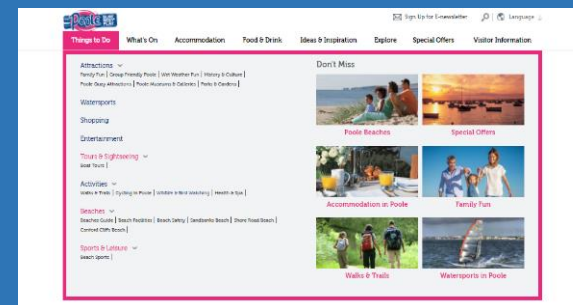
Set yourself aside from the competition with **vibrant imagery** or create an **animated gif** to stand out even more! (artwork required)



Don't Miss Sections

After a successful trial period last year, we are happy to be bringing back the **Don't Miss sections** for selected drop-down menus.

To see these advertisements, users will click one of the tabs on the homepage: 'Things to Do', 'What's On', 'Accommodation' and 'Food & Drink'. The drop-down menu will reveal your dedicated business page image and a link to your product page.



New for 2020 – Unlimited Event Submissions for Partners

This year we are excited to announce that for an additional **£50 + VAT** (per website) partners will have access to upload events via our *Event Submit Form*, for the year. This is an introductory partner rate for 2020.

We are pleased to be able to open this up to all partners with events that are of significant interest to visitors to the destination. Businesses will be given access to the *Event Submission Form*, allowing them to submit events subject to our terms and conditions and a criteria check.

Events Criteria

On submission of a completed partner booking form, you will be directed to our Event Submission Form on either or both the official Bournemouth and Poole Tourism websites.

- Approval is at the discretion of the BCP Tourism team and BCP Tourism reserves the right to edit or decline any event.
- If your event is not relevant to our visitors and the destination it will not be added.
- Recurring events (such as weekly entertainment) will not be approved.
- If any details or information change for your event, it is your duty to inform us immediately.
- There are several required fields that must be filled out for approval (these can be found on the submit event pages.)
- Submissions must be for your business only and not a third party event.

We apply these criteria to ensure the festival/event is of relevant interest to our visitors and the destination. Because of this we are unable to guarantee listings.

For further questions please don't hesitate to contact the team at bcptourism@bcpcouncil.gov.uk

Partnership 2020 events submission £50 + VAT per individual partner per website	✓ Tick below to book & add events listings to your bournemouth.co.uk partnership	✓ Tick below to book & add events listings to your pooletourism.com partnership
1st February 2020 – 31st January 2021		

These partner opportunities have been priced for a 12-month period, 1st February 2020 – 31st January 2021. They are priced in accordance to page views and session rates. For quarterly rates please enquire at bcptourism@bcpcouncil.gov.uk

Please note there is limited availability for these positions which are sold on a first come first served basis.

For slider header and footer banners artwork will need to be provided by the business.



E-marketing type	Bournemouth rates 12 months	✔ Please tick the relevant box to book your space(s) on bournemouth.co.uk	Poole rates 12 months	✔ Please tick the relevant box to book your space(s) on pooletourism.com
Homepage: Featured Spotlight	£1250.00 + VAT		£800.00 + VAT	
Homepage: Footer Banner	£800.00 + VAT		£500.00 + VAT	
What's On: Slider Header	£1100.00 + VAT		£600.00 + VAT	
What's On: Don't Miss	£750.00 + VAT		£400.00 + VAT	
What's On: Footer Banner	£750.00 + VAT		£400.00 + VAT	
Things to Do: Slider Header	£800.00 + VAT		£600.00 + VAT	
Things to Do: Don't Miss	£600.00 + VAT		£400.00 + VAT	
Things to Do: Footer Banner	£600.00 + VAT		£400.00 + VAT	
Accommodation: Slider Header	£700.00 + VAT		£350.00 + VAT	
Accommodation: Don't Miss	£500.00 + VAT		£250.00 + VAT	
Accommodation: Footer Banner	£500.00 + VAT		£250.00 + VAT	
Food & Drink: Slider Header	£700.00 + VAT		£350.00 + VAT	
Food & Drink: Don't Miss	£500.00 + VAT		£250.00 + VAT	
Food & Drink: Footer Banner	£500.00 + VAT		£250.00 + VAT	

E-Newsletter Advertising

Advertise your latest news, special offers and events on Bournemouth and Poole's consumer newsletters. Sent out monthly to two separate databases these subscribers have signed up to receive news about Bournemouth and Poole. Available on a first come, first served basis.

Bournemouth e-newsletter **7,000 + subscribers** with an **open rate of 38%**

Poole e-newsletter **1,900 + subscribers** with an **open rate of 45%**

Opportunity to purchase a banner or 'editorial feature' on the Bournemouth and/or Poole's monthly e-newsletters are sold at single, x3 or x6 rates only. Editorial feature to include one image, title, between 30-50 words with a direct link to your website. *Please note, the artwork for your banner will need to be provided by yourselves.*

Newsletter Banner or editorial feature	✔ Tick below to book a banner or editorial feature on the Bournemouth newsletter	✔ Tick below to book a banner or editorial feature on the Poole newsletter
February 2020		
March 2020		
April 2020		
May 2020		
June 2020		
July 2020		
August 2020		
September 2020		
October 2020		
November 2020		
December 2020		
January 2021		

E-Newsletter Rates

- 1 edition £100 + VAT per newsletter
- 3 editions £250 + VAT per newsletter
- 6 editions £400 + VAT per newsletter



Banner example



Côte Brasserie

Invites you to join them for Christmas, have their chefs prepare authentic French dishes such as Duck Confit à l'Orange or Mushroom Cassoulet, why not finish off with their tempting Bûche de Noël a traditional praline and chocolate roulade with hazelnut liqueur, warm chocolate sauce and Chantilly cream.



Go Ape!

The Gift of Adventure
Beat the Christmas rush with a personalised gift voucher from Go Ape. There's an adventure for everyone, from young explorers to the most seasoned adrenaline-junkies. Choose to gift an entire experience, or a monetary value of your choice.

Editorial feature example



Your Details

Name of Business: _____ | Contact Name: _____

Full Address: _____

Email: _____ | Tel No: _____

Invoice Address (if different from above) _____

Contact name: _____

Email: _____ | Tel No: _____

Total Booking Fee **+ VAT**

Payment Method

I wish to pay by the following method (please indicate which method):

By **cheque** payable: BCP Council: By **Invoice**:

Order Number: *(required)* _____ Charity Number: *(if applicable)* _____

Authorised Signature

I have read and agree to the General Terms and Conditions for Bournemouth, Christchurch and Poole Tourism Partnership 2020. I hereby confirm that I am authorised to do so on behalf of the above business.

Name in Caps: _____ Position: _____

Signature: _____ Date: _____

By returning this form by email you are authorising these additional e-marketing partner opportunities and the name on the email will be taken as the authorised signature. Your data will be stored in compliance with the General Data Protection Regulations.

PLEASE RETURN YOUR COMPLETED BOOKING FORM TO: Partnership Office, Tourism Marketing, BCP Council, Town Hall Annexe, St. Stephen’s Road, Bournemouth, BH2 6EA email: bcptourism@bcpcouncil.gov.uk

For office use only: Invoice/Receipt No: _____ Reference No: _____

Disclaimer: Please note, all these opportunities are at a first come, first served basis. Bournemouth, Christchurch & Poole Tourism can withdraw an advert/offer at any time: it is to our editorial discretion. Please refer to the Partnership Terms and Conditions for more information. Please note to qualify for the rates in this document you must be part of the Bournemouth, Christchurch & Poole Tourism Partnership Scheme 2020.