



# Additional Partner Online Marketing Opportunities

[bournemouth.co.uk](http://bournemouth.co.uk) & [pooletourism.com](http://pooletourism.com) – official tourism websites

**Increase the visibility of your business.** Partners can take advantage of additional digital advertising opportunities available on the official Bournemouth and Poole Tourism websites, including homepage and key pages banner advertising, 'spotlight features' on the homepage, a feature in the official Tourism e-newsletters or the new 'Don't Miss' sections on both websites.

**bournemouth.co.uk: 2.6 million Page Views and 1.1 million Sessions (Nov 17 – Oct 18) pooletourism.com\*: 498,600 Page Views and 207,600 Sessions (March 18 – Oct 18)**

\*stats are based on the new-look Poole Tourism website

## 1. Slider Header Banner





These **prime carousel positions** enable your business **maximum exposure**. Bookings for Slider Header Banners will be on a first come, first served basis. The slider header draws consumers attention and increases page views and **links direct to your own website**. There are two opportunities available on the What's on Page and four opportunities on the Things to Do, Accommodation and Food & Drink Section.

**Prices start from £350 + VAT per quarter (limited spaces available)**


*Please note, the artwork will need to be provided by yourselves.*

➤ **TO BOOK A SLIDER HEADER BANNER:** Please tick  the relevant box to book your space

<b>Slider Header Banner</b>	<b>Cost per web page</b>	 <b>Tick here to feature on bournemouth.co.uk</b>	 <b>Tick here to feature on pooletourism.com</b>
<b>What's On Page:</b> Feb, March, April	£350 + VAT		
<b>What's On Page:</b> May, June, July	£400 + VAT		
<b>What's On Page:</b> Aug, Sept, Oct	£500 + VAT		
<b>What's On Page:</b> Nov, Dec, Jan 2020	£400 + VAT		
<b>Accommodation Page:</b> Feb, March, April	£350 + VAT		
<b>Accommodation Page:</b> May, June, July	£400 + VAT		
<b>Accommodation Page:</b> Aug, Sept, Oct	£500 + VAT		
<b>Accommodation Page:</b> Nov, Dec, Jan 2020	£400 + VAT		
<b>Things to Do Page:</b> Feb, March, April	£350 + VAT		
<b>Things to Do Page:</b> May, June, July	£400 + VAT		
<b>Things to Do Page:</b> Aug, Sept, Oct	£500 + VAT		
<b>Things to Do Page:</b> Nov, Dec, Jan 2020	£400 + VAT		
<b>Food &amp; Drink Page:</b> Feb, March, April	£350 + VAT		
<b>Food &amp; Drink Page:</b> May, June, July	£400 + VAT		
<b>Food &amp; Drink Page:</b> Aug, Sept, Oct	£500 + VAT		
<b>Food &amp; Drink Page:</b> Nov, Dec, Jan 2020	£400 + VAT		


## 2. Homepage Featured Spotlights

FEATURED




**Wildwood Restaurant**

Back in 2016 we took a trip down to Bournemouth and found a beautiful building on Richmond Hill on an up slope. We recently fell in love with the place and the people that came to try our pizza. Fast forward two years later and we've served thousands of hungry locals in tourist alike.




**Mighty Claws Adventure Golf**

Join the Sweet Claws, battle the Iron Jaws, save the floating shipwreck.



**Frieda's Teabus**


Looking for a memorable experience? Frieda's Teabus will not disappoint!



**Peppa Pig World at Paultons Family Theme Park**


A world first and UK exclusive, Peppa Pig World is an amazing land that lets youngsters discover Peppa World on nearly 5 acres of fully themed land. Peppa Pig Park is the approved theme park for families which has more than 70 wonderful rides and attractions.

FEATURED




**Greenslade Pleasure Boats**

Board a Greenslade boat to see the wonderful Poole Harbour, take a trip up the Wareham river or visit Brownsea Island.




**Rockley Park Holiday Park**

Located on Poole Harbour, Rockley Park Holiday Park is the place to have a relaxing holiday whilst learning new experiences.



**Dorset Activities**

Explore 140 acres of Poole's stunning Upson Country Park on a special guided segway tour. Using the clever self-balancing technology of the



**City Sightseeing Bournemouth**

Join the City Sightseeing Tour for a delightful circular coastal route between Bournemouth and Poole Quay, taking in breathtaking views of

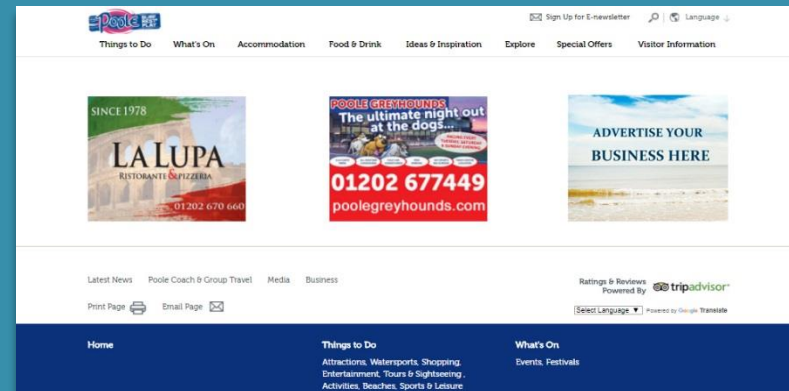
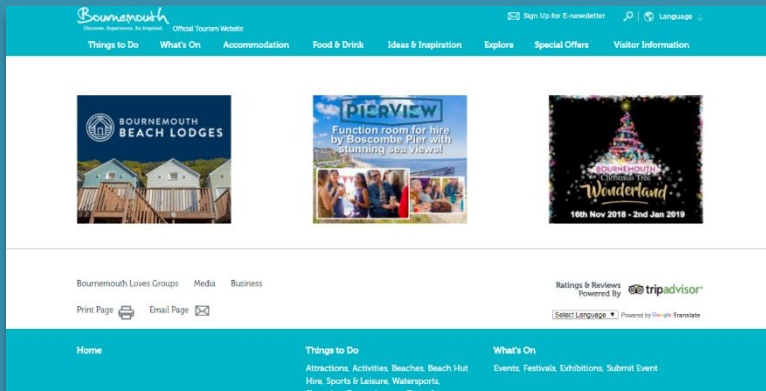
These **Homepage Featured Spotlights** on [bournemouth.co.uk](http://bournemouth.co.uk) and [pooletourism.com](http://pooletourism.com), enable your business **maximum exposure**. Bookings for Featured Spotlights will be on a first come, first served basis. The featured placement will spark consumers attention **and increases page views**. The feature will include one main image, a short description and it will **link directly to your dedicated business page** on either [bournemouth.co.uk](http://bournemouth.co.uk) or [pooletourism.com](http://pooletourism.com). There is limited availability.

Prices start from **£300 + VAT per quarter**

➤ **TO BOOK A FEATURED SPOTLIGHT ADVERT:** Please tick  the relevant box to book your space

Web Page	Cost per feature	Months	<input checked="" type="checkbox"/> Tick here to feature on <a href="http://bournemouth.co.uk">bournemouth.co.uk</a>	<input checked="" type="checkbox"/> Tick here to feature on <a href="http://pooletourism.com">pooletourism.com</a>
Homepage	£300 + VAT	Feb, March, April		
Homepage	£350 + VAT	May, June, July		
Homepage	£350 + VAT	Aug, Sep, Oct		
Homepage	£300 + VAT	Nov, Dec, Jan 2020		

### 3. Footer Banner Advertising



Available on most visited pages including our homepages. A **footer banner** on our web pages **links directly to your website** and raises awareness about your business, attracts new visitors and helps to generate new bookings. Bookings for footer banner advertising will be on a first come, first served basis.

**Prices start from £125 + VAT (limited availability)**

*Please note, the artwork will need to be provided by yourselves.*

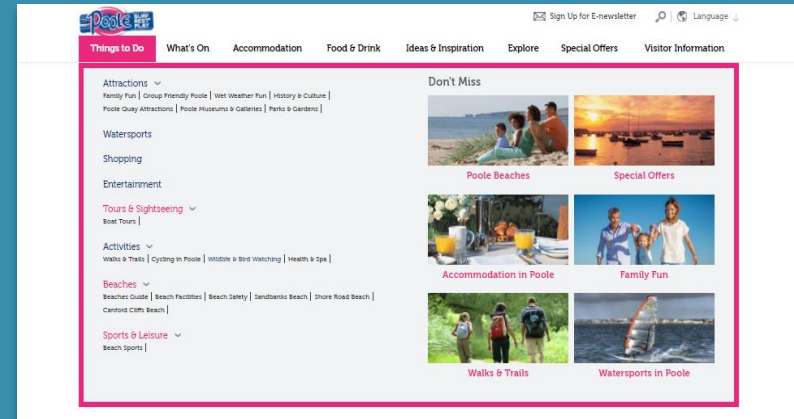
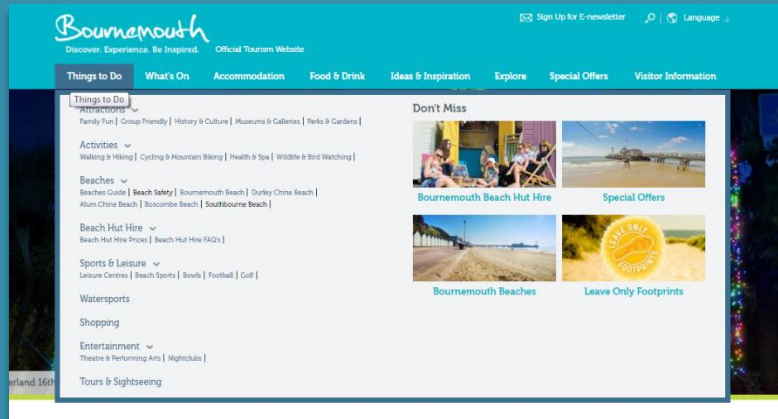
➤ **TO BOOK A HOMEPAGE FOOTER BANNER ADVERT: Please tick ✓ the relevant box to book your space**

Homepage Footer Banners	Cost per website	✓ Tick here to feature on bournemouth.co.uk	✓ Tick here to feature on pooletourism.com
Feb, March, April	£175 + VAT		
May, June, July	£225 + VAT		
Aug, Sept, Oct	£225 + VAT		
Nov, Dec, Jan 2020	£225 + VAT		

➤ **TO BOOK THE SUB PAGES FOOTER BANNER ADVERT: Please tick ✓ the relevant box to book your space**

Sub Page Footer Banners	Feb, March, April	Please tick relevant box		May, June, July	Please tick relevant box		Aug, Sept, Oct	Please tick relevant box		Nov, Dec, Jan	Please tick relevant box	
		Bmth	Poole		Bmth	Poole		Bmth	Poole		Bmth	Poole
	COST PER WEBSITE + VAT			COST PER WEBSITE +VAT			COST PER WEBSITE + VAT			COST PER WEBSITE + VAT		
Things to Do	£125 + VAT			£150 + VAT			£175 + VAT			£125 + VAT		
What's On	£125 + VAT			£150 + VAT			£175 + VAT			£125 + VAT		
Accommodation	£125 + VAT			£150 + VAT			£175 + VAT			£125 + VAT		
Food & Drink	£125 + VAT			£150 + VAT			£175 + VAT			£125 + VAT		

### 3. New... Don't Miss Sections



Advertise your business on our new Don't Miss Sections. This is a high-profile opportunity to showcase your business prior to the consumer proceeding though to their section of choice. Your image from your dedicated page will feature with **a link to your dedicated business page on bournemouth.co.uk or pooletourism.com**. **There are four slots on each page available:** Accommodation, Things to Do and Food & Drink. **Two slots** on the What's On Section page.

Prices start at £250 + VAT on either bournemouth.co.uk or pooletourism.com

➤ **To Book the Don't Miss Sections. Please tick ✓ the relevant box to book your space**

Don't Miss Sections	Feb, March, April	Please tick relevant box		May, June, July	Please tick relevant box		Aug, Sept, Oct	Please tick relevant box		Nov, Dec, Jan	Please tick relevant box	
		Bmth	Poole		Bmth	Poole		Bmth	Poole		Bmth	Poole
	<b>COST PER WEBSITE + VAT</b>			<b>COST PER WEBSITE +VAT</b>			<b>COST PER WEBSITE + VAT</b>			<b>COST PER WEBSITE + VAT</b>		
Things to Do	£250 + VAT			£300 + VAT			£300 + VAT			£250 + VAT		
What's On	£250 + VAT			£300 + VAT			£300 + VAT			£250 + VAT		
Accommodation	£250 + VAT			£300 + VAT			£300 + VAT			£250 + VAT		
Food & Drink	£250 + VAT			£300 + VAT			£300 + VAT			£250 + VAT		



## 4. E-Newsletter Advertising



**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 on 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.



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 6,883 + subscribers with an open rate of 45%

Poole e-newsletter 1,552 + subscribers with an open rate of 40%

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

➤ **To Book a Monthly E-newsletter. Please tick ✓ the relevant box to book your space**

Newsletter Banner or editorial feature	✓ Tick here to feature in the Bournemouth Tourism Newsletter	✓ Tick here to feature in the Poole Tourism Newsletter
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		

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

# Your Details

Name of Business:	Contact Name:
Full Address:	
Email:	Tel No:
Invoice Address (if different from above)	
Contact name:	
Email:	Tel No:

## Payment Method

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

By **cheque** payable: BCP Council:

By **Invoice**:

Order Number: *(if applicable)*

Charity Number: *(if applicable)*

## Authorised Signature

*I have read and agree to the General Terms and Conditions for Bournemouth and Poole Tourism Partnership 2019.*

*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: [tourism.marketing@bcpcouncil.gov.uk](mailto:tourism.marketing@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 & Poole Tourism have 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.*