

# Welcome to Plymouth

**Over 5 million visitors come to Plymouth annually to enjoy the spectacular scenery, cultural and historic attractions and diverse range of food, culture and outdoor activities on offer in our 'ocean city'.**

Destination Plymouth is a private/public sector partnership whose role is to increase visitors to the city and surrounding area, grow visitor spend and tourism related jobs. We are funded by the Plymouth City Centre Company, Plymouth Waterfront Partnership and Plymouth City Council as well as income from businesses across the wider city.

## What do we do?

- Host the Visit Plymouth website
- Provide social and digital media activity including e-mail marketing
- Provide events and customer activities in the city and waterfront areas
- Marketing promotions and activities locally, regionally and nationally
- Public relations support and regular communications
- Improve signage and visitor welcome
- Support tourism businesses with training and quality schemes
- Provide networking opportunities
- Share best practice locally and nationally
- Support lobbying and attracting inward investment to encourage new businesses to the city and surrounding area



## Did you know?

[www.visitplymouth.co.uk](http://www.visitplymouth.co.uk)  
is number one on Google for where to stay in Plymouth!



# Members Rate Card

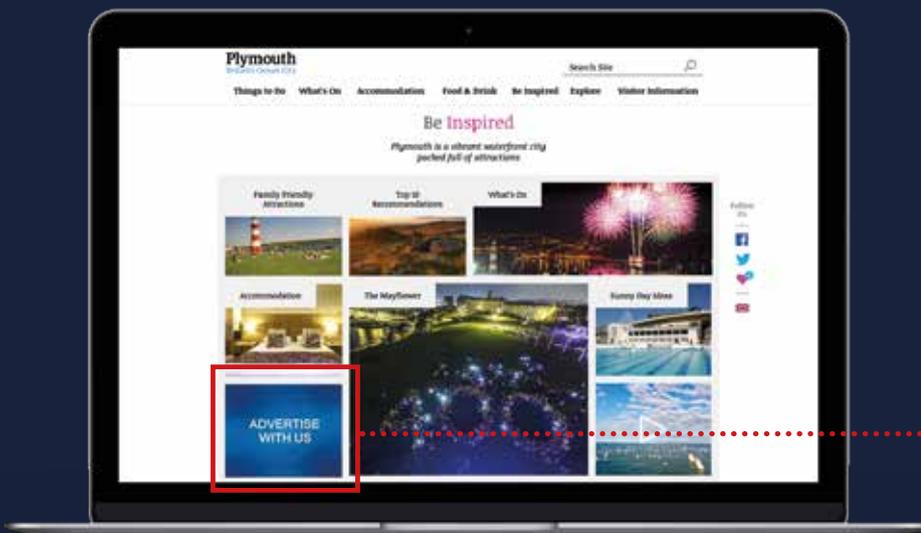
	Bronze	Silver	Gold	Platinum
Annual Membership Cost – all prices exclude VAT	<b>£200</b>	<b>£350</b>	<b>£500</b>	<b>£1,000</b>
Position in Search Results and Product Lists	<b>4th</b>	<b>3rd</b>	<b>2nd</b>	<b>1st</b>
<b>Product Page</b>				
Product Name, Address, Phone and Fax	✓	✓	✓	✓
Description (no. of characters)	<b>1000</b>	<b>3000</b>	<b>Unlimited</b>	<b>Unlimited</b>
Images	<b>1</b>	<b>3</b>	<b>8</b>	<b>16</b>
Prices	✓	✓	✓	✓
Email Address	✓	✓	✓	✓
Website Address and Link		✓	✓	✓
Location Map and Directions		✓	✓	✓
Special Offers – Promote your special offers on the website and in seasonal campaigns e.g. Easter/Christmas & Summer Holidays		✓	✓	✓
Facilities		✓	✓	✓
What's Nearby carousel – (1) appear within the carousel and (2) display it on your page – Your business will appear at the bottom of a page in the what's nearby carousel with a clickable link		✓	✓	✓
Grading and Awards		✓	✓	✓
Online Booking – using the free Extranet		✓	✓	✓
Online Booking – linking with availability from a Polling partner (Booking.com, Late Rooms, Expedia, etc)	<b>£75 Annually</b>	✓	✓	✓
Social Media feed – Facebook, Twitter		✓	✓	✓
Video Content on your listing			✓	✓
Downloads (e.g. menus)			✓	✓
<b>ADDITIONAL LISTINGS</b> Promote additional divisions of your business in separate website categories with additional listings for £75 + VAT (e.g. restaurant, accommodation or leisure facilities).	<b>£75</b>	<b>£75</b>	<b>£75</b>	<b>ONE LISTING PAGE PER Platinum Membership</b>
<b>Additional Features</b>				
Listing Page i.e. Hotels – appear in the Highlights carousel			✓	✓
Landing Page i.e. Accommodation – appear in tabs on the Highlights Map feature			✓	✓
Landing Page i.e. Accommodation – appear in the default tab on the Highlights Map feature				✓
Landing Page i.e. Accommodation – appear in the Highlights carousel				✓
Don't Miss – appear in the drop down navigation menu of each section	<b>£75 per month</b>	<b>£75 per month</b>	<b>£75 per month</b>	<b>FREE – 1 month</b>
Panoramic Media Gallery – appear in the panoramic media gallery at the top of each listing page (e.g. Hotels, Cafés, etc)	<b>£200 per month</b>	<b>£200 per month</b>	<b>£200 per month</b>	<b>FREE – 3 months Then £200 per month</b>
Unique membership log-in		✓	✓	✓

**Agencies can list 5 properties for £300 + VAT or 10 properties for £550 + VAT, when taking out a Silver Listing or above.**

# Banner Advertising

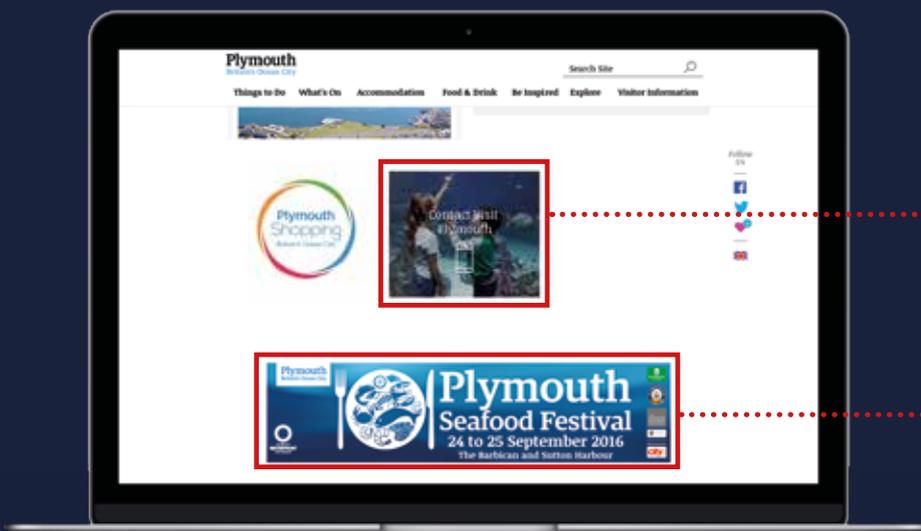
We would like to better promote our businesses by knowing their objectives, aims and markets so we can better match them with available marketing opportunities for maximum exposure.

Adverts link directly to your website, taking the visitor straight through to your selected pages, we can provide you with full details of how many times your advert has been viewed and clicked, so you can measure its effectiveness. **Why not advertise a forthcoming event or special offer?** \*10% discount if a banner is booked for 6 months or more.



## Home Page Tile Banner

- 233px wide x 187px high
- 96dpi. JPEG, GIF
- £80 per month



## Home Page Box Banners

- 318px wide x 265px high
- 96dpi. JPEG, GIF
- £60 per month

## Home Page Landscape Banner

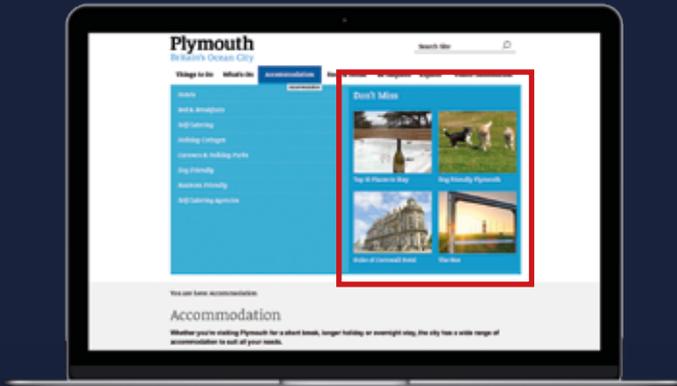
- 814px wide x 126px high
- 96dpi. JPEG, GIF
- £50 per month

All box and landscape banners can only be purchased for a 3 month period

# Did you know?

[visitplymouth.co.uk](http://visitplymouth.co.uk) has a **10,641** e-newsletter customer database promoting Plymouth 52 times a year. Destination Plymouth generated over £1,509,002.76 in National Press and PR Coverage with an audience reach of over **532,557,440** through press releases, press visits from May 2015 to June 2016

# Banner Advertising (cont)



## 'Don't Miss' Promotional Advert

Appears in the Drop-down Navigation Menu and links directly to your product

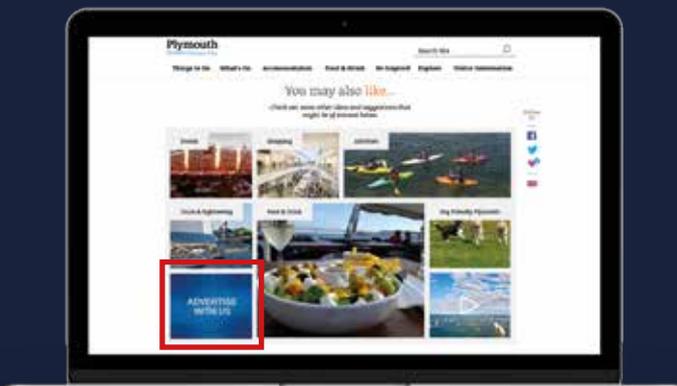
- 233px wide x 187px high
- 96dpi. JPEG, GIF
- £75 per month



## Panoramic Media Gallery Image

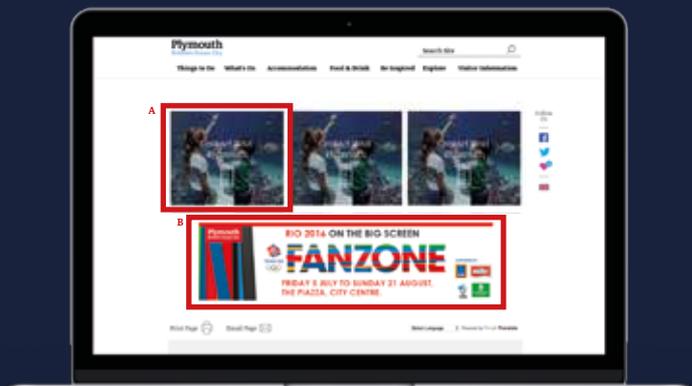
Appears at the top of each listing page e.g. Hotels which links to your product listing on the Visit Plymouth Site

- 1750px wide x 600px high
- 96dpi. JPEG, GIF
- £200 + VAT per month



## Internal Page Tile Banner

- 233px wide x 187px high
- 96dpi. JPEG, GIF
- £50 per month



## Internal Page Box Banners (A)

- 318px wide x 265px high
- 96dpi. JPEG, GIF
- £50 per month (3 month minimum)

## Internal Page Landscape Banner (B)

- 814px wide x 126px high
- 96dpi. JPEG, GIF
- £40 per month (3 month minimum)

# Did you know?

**visitplymouth.co.uk** Google Rankings for Welcome Page General info are:

- Where To Stay In Plymouth – Rank #1
- Food & Drink in Plymouth – Rank #1 & #2
- Things to Do in Plymouth – Rank #2
- Attractions in Plymouth – Rank #2
- Events in Plymouth – Rank #1
- Plymouth Restaurants – Rank #2

# Themed Marketing Campaigns

Themed Campaigns will form part of an integrated marketing approach which will include dedicated pages on the 'Visit Plymouth' web site, promotion via social media, e-newsletters and PR for maximum exposure.

Themed marketing categories provide additional awareness for your business, such as dog friendly holidays, a special and unique wedding venue or just a cream tea in a beautiful setting.

An example of a campaign especially designed for a dog friendly hotel could combine many elements such as a banner on the 'Visit Plymouth' home page, with content and images providing a hyper link to your website, backed up with a campaign of social media posts and a newsletter.



Did you  
**know?**

**visitplymouth** has 60K+ followers across Facebook, Twitter, Instagram and Pinterest.



# Application Form

## Establishment Details

Business name and address
Tel No
Email
Website

## Contact Details

Contact
Job Title
Address
Tel No
Email

## Listing Level on the Visit Plymouth website (12 month, all prices exclude VAT)

<input type="checkbox"/> Bronze £200	<input type="checkbox"/> Silver £350
<input type="checkbox"/> Gold £500	<input type="checkbox"/> Platinum £1000

## Please select the category you would like your listing to appear under

(only select one)

<input type="checkbox"/> Food and Drink	<input type="checkbox"/> Attraction
<input type="checkbox"/> Activity	<input type="checkbox"/> Hotel
<input type="checkbox"/> B&B	<input type="checkbox"/> Self Catering
<input type="checkbox"/> Camping/Caravan/Holiday Park	<input type="checkbox"/> Venue Hire
<input type="checkbox"/> Agency	<input type="checkbox"/> Shopping

## Additional Website Listing

Please select if you would like to advertise additional parts of your business, at the same address, on the Visit Plymouth website. Each additional listing is £75 + VAT (at Bronze Level)

<input type="checkbox"/> Food and Drink	<input type="checkbox"/> Attraction
<input type="checkbox"/> Activity	<input type="checkbox"/> Hotel
<input type="checkbox"/> B&B	<input type="checkbox"/> Self Catering
<input type="checkbox"/> Camping/Caravan/Holiday Park	<input type="checkbox"/> Venue Hire
<input type="checkbox"/> Agency	<input type="checkbox"/> Agencies 5 Properties
<input type="checkbox"/> Agencies 10 Properties	<input type="checkbox"/>

**Online Booking**  
£75 + VAT to Bronze Level Annually  
– free to Silver/Gold/Platinum)

**'Don't Miss' Navigation Section**  
£75 + VAT per month (Platinum 1 month free)

**Panoramic Media Gallery**  
£200 + VAT per month (Platinum free 3 mths)

## Membership Fee

**Total payable ..... + VAT**

An invoice will be sent to you on receipt of your details from application.

Signed

Please sign and date above. By completing this application form you are confirming that you understand and agree to the terms and conditions of advertising with Visit Plymouth, which can be found at [www.visitplymouth.co.uk/advertise\\_with\\_us](http://www.visitplymouth.co.uk/advertise_with_us) (please do check these before signing). You also agree that any text, images or events added to the Visit Plymouth website may be used to promote your business and the region by Visit Plymouth or to fulfil press requests we receive. You confirm that any images or text provided to Visit Plymouth are not copyrighted and that you are permitted to use them for promotional purposes. New listings will not be added to the site until all completed documents have been returned and payment has been received.

**Please return to: Destination Plymouth, c/o Plymouth City Council, 2nd Floor, Ballard House, West Hoe Road, Plymouth PL1 3BJ**

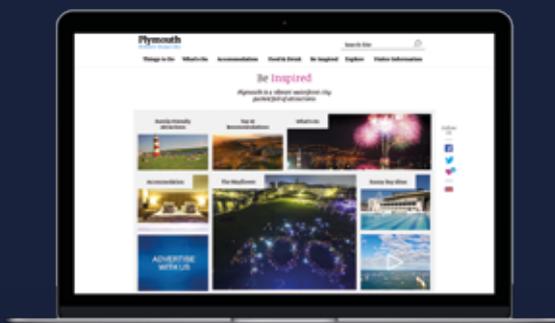
# Banner Booking Form

## Establishment Details

Business name and address
Tel No
Email
Website

## Contact Details

Contact
Job Title
Address
Tel No
Email



Signed
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## Home Page Banners

Please tick which one you would like

<input type="checkbox"/>	<b>Home page Tile Banner</b> 233px wide x 187px high <b>£80* per month</b>
<input type="checkbox"/>	<b>Home Page Box Banners</b> 318px wide x 265px high <b>£60* per month</b> (3 month minimum)
<input type="checkbox"/>	<b>Home Page Landscape Banner</b> 814px wide x 126px high <b>£50* per month</b> (3 month minimum)
<p><b>10% off if taken for a six month period</b> Please see Visit Plymouth Banner Rate Card for examples of banner adverts</p> <ul style="list-style-type: none"> <li>Please state how long you require the advert</li> </ul> <p><input type="checkbox"/> 3   <input type="checkbox"/> 6   <input type="checkbox"/> 9   <input type="checkbox"/> 12 Months</p>	

## Internal Page Banners

Please tick which one you would like

<input type="checkbox"/>	<b>Internal Page Tile Banner</b> 233px wide x 187px high <b>£50* per month</b>
<input type="checkbox"/>	<b>Internal Page Box Banners (A)</b> 318px wide x 265px high <b>£50* per month</b> (3 month minimum)
<input type="checkbox"/>	<b>Internal Page Landscape Banner (B)</b> 814px wide x 126px high <b>£40* per month</b> (3 month minimum)
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