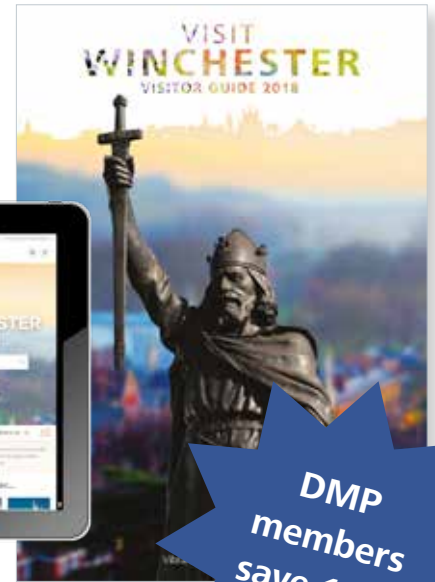


# VISIT WINCHESTER

## VISITOR GUIDE 2018



This is a mockup of the new website using placeholder text and imagery

**DMP members save 10%**

### Advertising packages

Advertise on the brand new **Visit Winchester** website ([www.visitwinchester.co.uk](http://www.visitwinchester.co.uk)) and in the redesigned official **Visit Winchester Visitor Guide 2018** and be part of the growing tourism industry within the Winchester district and beyond.

**BRONZE**

**DMP MEMBER £89 + VAT**  
**NON MEMBER £99 + VAT**

**Website:**

**Your entry will include:**

- Title
- Date
- Address
- Email
- Phone number
- Small overview
- One image

**Digital extras:**

Social media re-tweets and re-posts

**Visitor Guide:**

Mini listing without a picture

**FOR £50 EXTRA UPGRADE TO A BRONZE PLUS**

and get an eighth page advert with picture in the Visitor Guide

**SILVER**

**DMP MEMBER £269 + VAT**  
**NON MEMBER £299 + VAT**

Same as bronze package

**PLUS**

**Website:**

**Your entry will include:**

- Large overview
- Three images
- More detailed info about your business
- Website link
- Social media links
- Pin on map

**Digital extras:**

- Listings on e-newsletters
- Social media promotion
- Inclusion on Christmas In Winchester
- Special offers on website
- Events on website

**Visitor Guide:**

Quarter page advert

**GOLD**

**DMP MEMBER £539 + VAT**  
**NON MEMBER £599 + VAT**

Same as silver package

**PLUS**

**Website:**

**Your entry will include:**

- Unlimited images
- Films
- Priority in searches
- Featured product
- Share buttons

**Digital extras:**

Save 10% on banner adverts on new website

**Visitor Guide:**

- Half page advert
- Advertorial

**FOR £500 EXTRA**

Buy a full page advert\* and get a free banner advert for one month on the website

### Website banner adverts available from £150 per month OR buy 3 months for £350

SKYSCRAPER BANNER: 160px (w) x 600px (h)

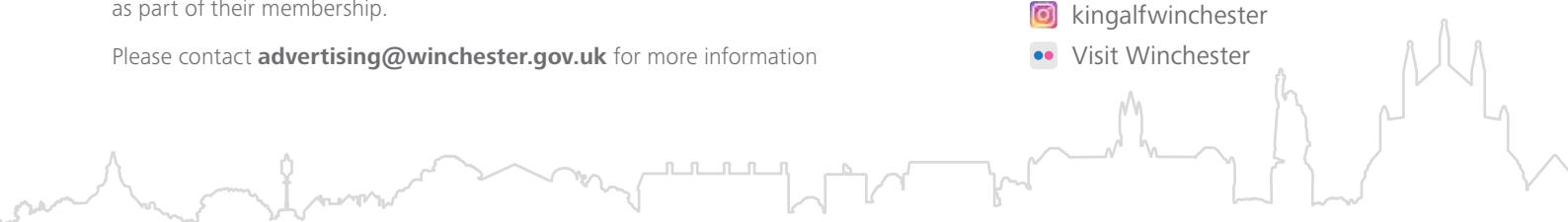
LEADERBOARD: 1128px (w) x 90px (h)

**DMP members** get a **digital only bronze package**

as part of their membership.

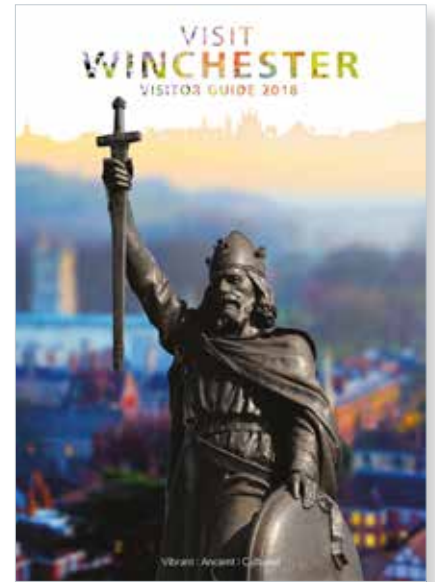
Please contact [advertising@winchester.gov.uk](mailto:advertising@winchester.gov.uk) for more information

- KingAlf Winchester
- @KingAlf
- visitwinchester
- VisitWinchester
- kingalfwinchester
- Visit Winchester



# VISIT WINCHESTER

## VISITOR GUIDE 2018



## Visitor Guide advert specs

The new **Visit Winchester Guide** is a magazine-style format with editorial which allows visitors and locals alike to discover exactly what this beautiful district has to offer. The new guide will focus on stunning photography that captures the district's highlights.

A large, light gray rectangular area representing the layout of an advertisement. It is divided into several sections:

- HALF PAGE**: A large white rectangle on the top left, labeled 'HALF PAGE' and '190 x 136.5 mm'.
- QUARTER PAGE**: A white rectangle on the bottom left, labeled 'QUARTER PAGE' and '93 x 136.5 mm'.
- EIGHTH PAGE**: A white rectangle on the bottom right of the left column, labeled 'EIGHTH PAGE' and '93 x 66.25 mm'.
- YOUR COMPANY NAME**: A section below the eighth page, containing the text 'YOUR COMPANY NAME' and 'Address, telephone, email, website'. Below this is a small white box labeled 'MINI LISTING' with an arrow pointing up towards the company name section.
- FULL PAGE**: A large white rectangle on the right side, labeled 'FULL PAGE' and '190 x 277 mm'.

