



2019 ENGLISH RIVIERA ADVERTISING OPTIONS:

OPTIONS	BRONZE £275+VAT*	SILVER £475+VAT*	GOLD £825+VAT*	PLATINIUM £1595+VAT*	DIAMOND £3000+VAT*
					* 5% Early Bird discount up to 31.8.18
1. INCLUDED IN PRICE:	Size & Style				
ADVERT OF YOUR BUSINESS IN THE 2019 ENGLISH RIVIERA DESTINATION GUIDE	1/16 th page (template design)	1/8 th page (template design)	1/4 page (template or display)	1/2 page (display)	Full Page (display)
2. INCLUDED IN PRICE:					
ADDITIONAL BENEFITS ON THE ENGLISH RIVIERA WEBSITE, OVER AND ABOVE YOUR STANDARD ADVERT PAGE AS A LEVY PAYER					
Improved Search Results on website**	3rd	2nd	2nd	1st	1st
Inclusion on Highlight Carousel***			Yes	Yes	Yes
Additional Marketing Channels**** worth £50 per channel	1 channel extra	3 channels extra	5 channels extra	7 channels extra	9 channels extra
Footer Banners ***** worth £50 per banner per month			3 months free	6 months free	9 months free
Bigger Images & Video Upload		Yes	Yes	Yes	Yes
Promotion of Special Offers, Events, Menus	Yes	Yes	Yes	Yes	Yes
Promotion of Related Products*****			Yes	Yes	Yes
Inclusion in Top Level Navigation*****					Yes

Please see overleaf for explanation of included website benefits.

INCLUDED WEBSITE BENEFITS EXPLAINED:

****Search Results**

The English Riviera website promotes over 1000 businesses, with every levy paying partner entitled to a full-page advert on the website. Your full-page advert provides you with the opportunity to include up to 600 words and multiple images to promote your business, plus a direct link to your own website. Investing in one of the packages above will help improve your search return results and increase the number of people seeing your advert on the website.

*****Highlights Carousel**

Including your business in the rotating Highlight Carousels will further raise the profile of your business on the website and increase the number of people that will see your business, driving traffic to your full-page advert and onto your own website.

****** Marketing Channels**

Customers want to find what they are looking for quickly. To help them we not only provide a date search facility on the website but also a number of popular 'Marketing Channels' representing themes that we know visitors search for on Google. These include: Dog Friendly, Exclusively for Adults, Family/Child Friendly, Groups Welcome, Spa breaks, Luxury/Boutique. If you specialise in any of these areas you can choose to include your businesses on these special pages to help further raise the profile of your business. The cost to be included in any of the Marketing Channels is £50 per month.

*******Footer Banners**

New for 2019 are the Footer Banners on the English Riviera website which provide an additional opportunity for you to raise the profile of your business and drive more traffic to your full-page advert and onto your own website. The normal cost for a standard banner is £50 per month.

******* Related Products**

This is an opportunity for larger businesses that have different aspects to their business (weddings, spa, restaurant) that wish to promote these separately in addition to promoting their main business resulting in an increased profile on the website.

PLEASE CONTACT ANGIE FOR FURTHER INFORMATION AND TO BOOK:

Angela Wright

Operations Executive

English Riviera BID Company

E: angela@englishrivierabid.co.uk

T: 01803 296296

W: <http://www.englishrivierabid.co.uk> (B2B website)