

CHESTER
CHESHIRE
& *beyond*

DIGITAL
ADVERTISING
Specifications

DIGITAL ADVERTISING

Creative Specifications

NEWSLETTERS

MONTHLY BESPOKE E-NEWSLETTERS

Please supply:

- Branding
- Up to 8 images
- Up to 250 words of copy
- Links

MONTHLY INCLUSION E-NEWSLETTERS

1) General Advert - there are six ads maximum in this e-newsletter.

Please supply:

- Up to 30 words of copy
- A link to your website or 'book tickets' page
- Landscape image (will need to be resized to 300 x 250 pixels)

2) Footer Advert - there is one footer ad in the newsletter

Please supply:

- Up to 50 words of copy
- A link to your website or book tickets page
- 1 landscape image – at least 600 pixels wide (will need resizing)

*For more information please contact
Phillippa Meachin at p.meachin@marketingcheshire.co.uk
or call 01244 405 611*

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WEBSITE BANNERS

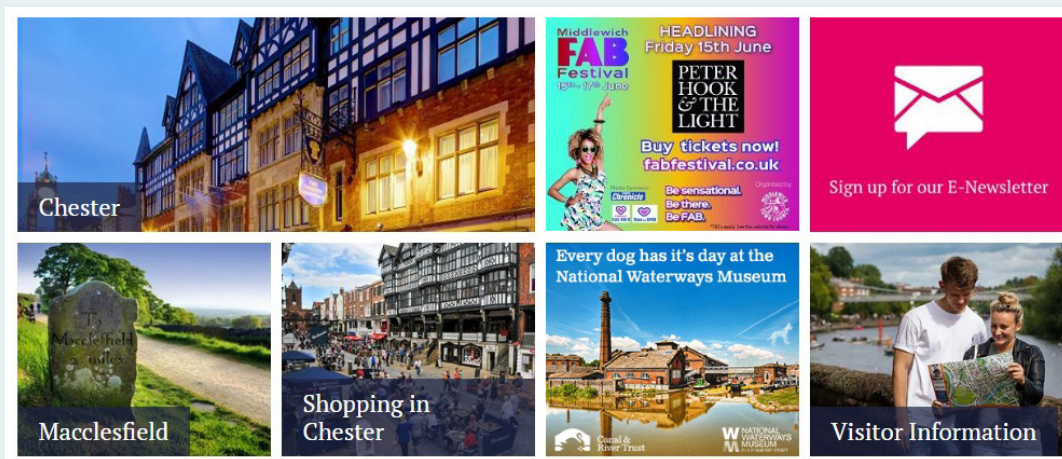
live on visitcheshire.com for 1 month

STANDARD BANNER ADS

For both homepage and inside page
(Accommodation, Things to Do, What's On, Eating Out) banner ads

Please supply:

- Either completed artwork 290 x 245 pixel or content for us to put something together
- Link for the banner to click through to



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BUSINESS TOURISM

MONTHLY BESPOKE E-NEWSLETTERS

Please supply:

- Branding
- Up to 6 images
- Up to 250 words of copy
- Links

Please supply two weeks before the email is sent out to give time for design, and turnaround time for sign off.

WEBSITE BANNERS - live on the site for 1 month at a time

Please supply:

- Either completed artwork 300 x 250 pixels (can be an animated gif or static image) or content for us to put something together
- Link for the banner to click through to

Please supply two weeks prior to the 1st of the month in which your banner will run.

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ALWAYS ON CAMPAIGN

Package includes:

1 x banner advert on visitcheshire.com

Inclusion in 1 blog

Inclusion in 1 consumer newsletter

3 x social media posts

Please provide us with content as described above for your newsletter inclusion and banner ad (See pages 1 & 2).

For your blog inclusion please provide 1 high res image and up to 50 words of copy.

For your social media posts we will need up to 30 words of copy, a high res image, a link and any social media handles you want to include/tag.

Choose from the following themes/months for us to promote your content:

May: Gardens

June: Amazing things to do

July: Getaway with the girls

August: Here comes the sun

September: Favourite Days Out

October: Action and adventure

November: As the nights draw in

December: Christmas

January: Spa and detox

February: Romance

March: Wear out the grandkids

April: Easter Family Fun

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SOCIAL MEDIA COMPETITIONS

Promote your product or event to the masses from a valid and trustworthy source with a loyal following.

Our competition posts receive, on average. 256 likes, 1016 clicks and a reach of over 23,000.

The competition will be promoted on the destination website homepage and via our social media channels.

Choose the month you want us to promote your competition. Please provide us with full details of your competition including terms and conditions, images, video and links to your website at least two weeks before you want the competition to go live.

TARGETED SOCIAL MEDIA CAMPAIGNS

Maximise your exposure with a bespoke social media package comprising several dedicated posts/tweets. Our expert social media team will target your relevant audience and provide a full evaluation afterwards to track your ROI:

Social Media paid for packages over a period of 1 month include:

Boosted Facebook posts x 4

Instagram Posts x 4

Tweets on Visit Cheshire channels x 8

Choose the month you want to promote your campaign and provide us with high quality images, video, up to 30 words of copy, links to your website and any # you want to include.

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