



Business to Business Promotional Opportunities

Opportunity	Detail	Member rate	Non-member
Advert in 'Viewpoint' the magazine for Cumbria Tourism members	½ page	£200	£300
	Full page	£300	£500
	Sponsorship ¹	£1,000	£1,500
	Inserts	£200	£300
Exhibition stands at member meetings	Leaflets	Basic	£100
	Stand + leaflets	£50	£200
	Sponsorship ²	£500	£1,000
Adspots on key pages of www.cumbriatourism.org	1 month	£35	£70
	3 months	£80	£160
	6 months	£160	£320
	Homepage	£50	£100
	(1 month max)		
Promotion in member emails	Copy, logo and link	£75.00	£150
Sponsorship of membership literature	Stickers	£600	£1,200
	Folders	£1400	£2,000

All fees stated are exclusive of VAT

¹ Viewpoint Sponsorship. This opportunity will include a 4 page pull out in the centre of the Viewpoint magazine and will involve the sponsor providing finished artwork to Cumbria Tourism.

² Commercial Members' Meeting Sponsorship. This opportunity will include the following: the business' logo on the meeting invite, the agenda and any handouts, a stand, leaflet distribution at the meeting and with the invites, plus an opportunity to promote your business for 5 minutes at the meeting.