

2017 ADVERTISING OPPORTUNITIES

RATE CARD

5 REASONS TO JOIN AND ADVERTISE WITH US

- 1** We are not for profit; your support is reinvested into marketing activities to promote the area nationally and internationally to attract more visitors.
- 2** We are the official tourism body for the area and as such we work closely with VisitEngland and VisitBritain to get the best for local businesses.
- 3** We welcome 38.8 million visitors every year. Our official, high ranking website, app and attractions map will be potential visitors' first port of call, why wouldn't you want to advertise your business to all those people?
- 4** We have just been awarded £1.49 million of European funding and will be offering a wide range of business support over the next 3 years, free for members to attend.
- 5** A dedicated and skilled team offering you the best advertising package for your business.

**MARKETING
PEAK DISTRICT
& DERBYSHIRE**

NEW FOR 2017

visitpeakdistrict.com

Ready for 2017 we are excited to be launching a new **visitpeakdistrict.com** website to ensure that we are at the forefront of digital destination marketing for the area.

The new website will have a streamlined sitemap and improved content to ensure maximum SEO potential and an excellent user experience.

visitpeakdistrict.com will be fully responsive, so visitors can browse seamlessly on a tablet, smart phone or desk top PC.

We're number 1 in Google rankings for relevant search terms such as What's On in the Peak District/Derbyshire and Accommodation Peak District/Derbyshire.

visitpeakdistrict.com reaches a local, national and international audience. Top international web traffic comes from the USA, Australia, Canada and Western Europe.

ATTRACTIONS MAP

Back by popular demand for 2017 we will once again be producing an attractions map.

With a print run of 200,000 the map will be 36 printed panels folded to DL; a great size for ease of use for visitors!

The maps will be displayed throughout Derby City, Derbyshire and the Peak District in high footfall public buildings such as bus and train stations, venues such as busy pubs, popular cafes, Tourist Information Centres and Tourist Information Points, attractions, hotels, large camping and caravanning sites, DCC Countryside sites, cycle hire centres etc.

With standard (1/4 panel) listings starting at £275 + VAT to full panel colour displays ads at £1,000 + VAT there is something for every budget!

1.8 million
UNIQUE VISITORS



2.8 million
WEBSITE VISITS



54,5 million
PAGE VIEWS

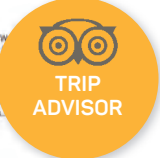
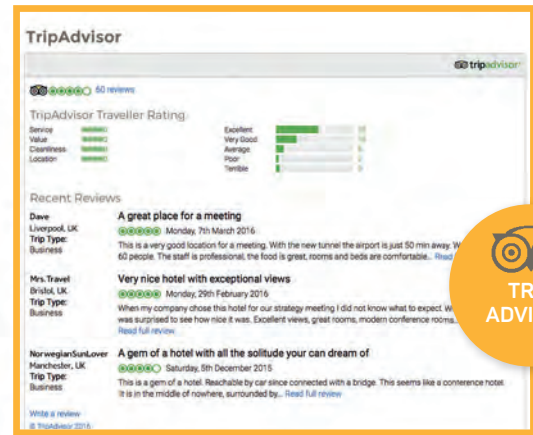
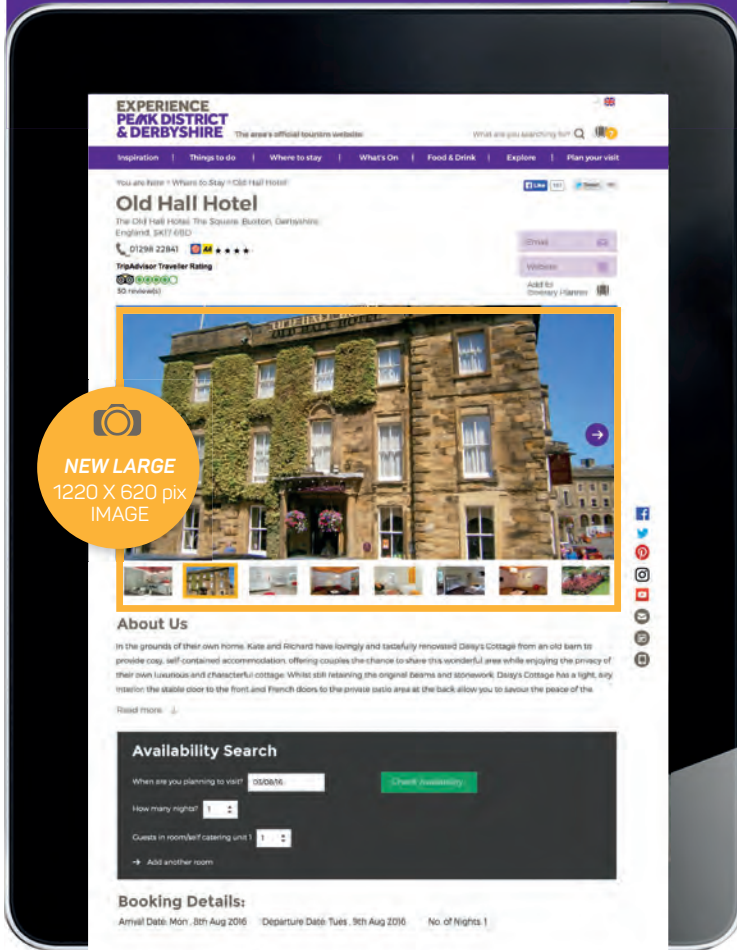


1st Sept 2015 - 31st Aug 2016 website data



WEBSITE ADVERTISING

Our new look website also includes an exciting new look to your web listing; from larger images to embedded social media feeds and more!



Road Directions
7 minutes level walk from Bus and Railway Stations.

By Rail
It takes approximately 90 minutes from Derby. From the station it is about 3-5 minutes by taxi or 10 minutes by foot to reach. For other routes as well as the latest train information visit the Network Rail website.

Special Offers

Autumn Special Offers
The offer Celebrate Autumn at Old Hall Hotel with a sumptuous three course carvery lunch for £9.95 per person.
How to book: For further details, terms and conditions and to book contact Old Hall Hotel on +44 879 429304 mentioning that you saw the offer on visitpeakdistrict.com

Kids stay and eat free
The offer: Looking to book a break with the kids? Kids up to the age of 16 stay FREE when sharing a family room and kids under 12 also eat free from the Old Hall Hotel special kids menu, when accompanied by at least one full paying adult.
How to book: For further details, terms and conditions and to book contact Old Hall Hotel on +44 879 429304 mentioning that you saw the offer on visitpeakdistrict.com



Follow us

Old Hall Hotel Buxton
Great British Summer Breaks

Old Hall Hotel
Afternoon tea is an English Tradition replicated in all the top British hotels. Reminiscent of old colonial...
COMPETITION! The Great British Summer Break... is back at The Old Hall Hotel starting from £118.00 per...
LIVE SOCIAL MEDIA FEED



Downloads
Summer Suppers 180K

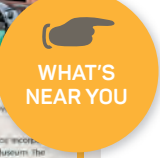
Whats Nearby

Attraction | Event | Food & Drink | Accommodation | Activity

Bolsover Castle | Chatsworth | The National Bow Museum

A baroque mansion perched on a hilltop, Bolsover Castle is a fantastic place to immerse yourself in the Golden Age of...
Chatsworth, home of the Duke and Duchess of Devonshire, is set in the heart of the Peak District in Derbyshire on the...
The brewing experience: welcome to the original B&B Museum: the museum also celebrates the real life...

0.07 Miles Away | 0.18 Miles Away | 0.28 Miles Away



1 MEMBERSHIP

To access advertising options you must be a member!

- £75+VAT up to 35 bedrooms or 100,000 visitors
- £150+VAT over 35 bedrooms or 100,000 visitors

- Basic Web listing
 - 1 image – new large 1220 x 620pix
 - 30 word description
 - Business name, address and telephone number
- Reduced rates to our annual tourism conference
- Free invitation to our attractions familiarisation & networking trips
- Free business support workshops as part of our ERDF project

2 STANDARD WEB LISTING

YOUR PAGE FEATURES - OPTIONAL

- £135+VAT

- 4 images - **New large** 1220 x 620pix
- 200 word description
- Business name, address and telephone number
- E-mail address
- Link to your website
- Your gradings and awards
- Opening times
- Price/tariff information
- Local map and directions
- Special offers
- Accessibility facilities
- Availability and booking on-line or link through to your own booking system
- Appear higher than basic listings

ENHANCED WEB LISTING - INCLUDES STANDARD OPTIONS ABOVE PLUS;

- £185+VAT



- 4 additional images (8 total)
- Appear higher than standard listings

PREMIUM WEB LISTING - INCLUDES STANDARD OPTIONS ABOVE PLUS;

- £270+VAT



- 12 additional images (16 total)
- Appear higher than standard listings

INCREASE
YOUR **RANKING**
IN WEBSITE
SEARCH
RESULTS

3 PROFESSIONAL FEATURES TO BOLT ON TO YOUR WEB LISTING - OPTIONAL**Social Media**

■ £20+VAT



- Only available to standard listing or higher
- Display your latest Facebook and Twitter feeds – ensures your own content appears on your page, keeping the listing fresh and up to date

Trip Advisor

■ £20+VAT



- Only available to standard accommodation listings or higher
- Display your TripAdvisor rating
 - Display your latest 3 reviews

What's near by

■ £20+VAT



- Only available to enhanced or premium listings
- Appear on the relevant listings under "What's nearby" within a nearby radius, for example accommodation properties can appear on attractions pages etc.

Additional images - per image

■ £10+VAT



- Only available to standard listings and above
- Let people see how special your business is by displaying additional high quality images

Video

■ £50+VAT



- Only available to enhanced or premium listings
- Enhance your listing by displaying a video of your business

GIVE YOUR
PAGE ADDED
CLARITY

4 PREMIER WEBSITE POSITIONS TO REALLY GET YOUR BUSINESS NOTICED

Our new website offers a wide range of additional advertising positions including on the home page, category landing pages and search results pages. **Ranging from £75 + VAT per month (min 3 months) to £500 + VAT per month there is an option to suit every budget.** Please contact the sales team on 01246 212924 for more information and availability.

5 E-MARKETING

Promote your business with one of our digital bundles which include a feature in our successful monthly consumer e-newsletter; circulation over 55,000 recipients and also be mentioned on our social media channels and blog. **Prices start from £100 + VAT, for more information contact our sales team.**

6 PEAK EXPLORER APP

- £50+VAT Standard Listing**
- £1050+VAT Sponsored category pages**



- Attractions
- Shops
- Places to eat and drink
- Events
- Activities

The Peak Explorer App is the definitive smart phone guide to the Peak District and Derbyshire providing essential information for visitors.

7 PROFESSIONAL PHOTOGRAPHY PACKAGE

With the new website delivering you large 1220 x 620 images we have teamed up with some of our Destination Photography Partners to offer you this fantastic service to help make sure that your images showcase your business to its full potential!

SMALL PROPERTY PACKAGE

To cover a single property of up to and including 3 bedrooms within Derbyshire and the Peak District

- £120+VAT - 12 IMAGES**
- £150+VAT - 16 IMAGES**



LARGE PROPERTY PACKAGE

To cover a single property of over 3 bedrooms within Derbyshire and the Peak District

- £150+VAT - 12 IMAGES**
- £180+VAT - 16 IMAGES**



MULTI-SITE PROPERTY PACKAGE

We will be happy to quote you a rate for your imagery if you have properties at different locations throughout Derbyshire and the Peak District

PLEASE CALL 01246 212924



8 ATTRACTIONS MAP - PRINT RUN OF 200,000, 36 PRINTED PANELS FOLDED TO DL

- £275+VAT Standard Listing**
 - ¼ panel
 - 1 image
 - 30 word description
 - Location marker on the map
- £500+VAT Enhanced Listing**
 - ½ panel
 - Up to 3 images
 - 50 word description
 - Location marker on the map
- £1000+VAT Full panel advert**
 - Full panel
 - Provide your own advert/artwork
 - Location marker on the map
- Back panel advert** (Please enquire)
 - Prestigious back page full panel
 - Provide your own advert/artwork
 - Location marker on the map
- Map sponsorship** (Please enquire)
 - Business logo on the front cover
 - Business logo on the internal map

DEADLINE FOR BOOKING THE ATTRACTIONS MAP 14TH OCTOBER 2016

9 CONFERENCE DERBYSHIRE

For venues with the capacity to host meetings, conferences and events Conference Derbyshire offers a listing on our business tourism page, along with the opportunity to be included in our monthly e-shot to conference buyers across the UK and Europe.

Also included is a listing on our Peak Weddings page (for stag and hen parties, wedding ceremonies, wedding breakfasts and evening receptions) and the opportunity to promote your wedding fayres and open evenings.

- £700+VAT for 12 months - Large venues (over 200 capacity)**
- £450+VAT for 12 months - Smaller venues**

BOOKING FORM

Your name

Company/Business/Organisation

Address

..... Postcode

Contact tel number Email

Separate email address for accounts dept (if required)

TERMS AND CONDITIONS

- Each advertiser, by submitting an advertisement, warrants that the advertisement does not contravene any Act of Parliament, the British Code of Advertising Practice or European Union Legislation.
- Marketing Peak District & Derbyshire (MPDD) have the right to reject any copy or images, or to reject any application for advertising at any time, without assigning a reason. In the event of an application being rejected after payment, a refund will be made.
- It is the advertiser's responsibility to own copyright on any images. Advertiser's property, transparencies etc. are held by MPDD at the advertiser's risk and should be insured against loss or damage.
- Any data or images supplied by the advertisers may be held on computer files by MPDD and Newmind tellUs.
- MPDD will not be liable for any loss or damage, consequential or otherwise, occasioned by any error in any advert published, or failure of an advertisement to appear from any cause whatsoever. Each advertiser is liable to indemnify MPDD against any claim made against them by any third party arising from the breach by the advertiser of any of these terms and conditions herein on the part of the advertiser.
- All advertisers are responsible for checking their print proof directly with the appointed designers. Oral instructions of any advertising will not be accepted. MPDD cannot accept any responsibility for errors not corrected by the advertiser at proof stage. Any amendments after this time will incur a charge.
- All advertisers are responsible for checking their website and app advert; otherwise it will be assumed that the information is correct. It is the advertisers responsibility to ensure all prices and availability as displayed on www.visitpeakdistrict.com are correct and honoured.
- Payment Terms: Strictly 30 days from the date of invoice.
- Direct Debit: If you wish to pay by Direct Debit, then please let us know and we will send you a Direct Debit mandate form for completion. This Direct Debit will be in place for the duration of your advert and payments will be processed monthly on or around the 15th of each month. Should you default or cancel this Direct Debit before full payment is received, we reserve the right to withdraw your adverts and demand that all and any outstanding payments required to cover our fees for the year be paid immediately by cheque or credit/debit card.
- All prices are correct at time of going to press. Marketing Peak District & Derbyshire reserve the right to increase prices without prior notice in response to increases in material and resource costs. If you would like to discuss these prices and options with a member of the Industry Team please call **01246 212924** or email: industry@marketingpdd.com

I agree to the above terms and conditions

SIGNED DATE

COLLATE YOUR MEMBERSHIP OFFER

RETURN YOUR COMPLETED FORM TO:

The Industry Team, Marketing Peak District & Derbyshire,
Commerce Centre, Canal Wharf, Chesterfield,
Derbyshire S41 7NA

Or Call us on **01246 212924** and we will be happy to complete the form and take payment over the phone.

1. Cost for Membership	£
2. Web listing	£
3. Cost of Bolt-ons	£
4. Premier website	£
5. E-marketing	£
6. Peak Explorer Map	£
7. Cost of Photography Package	£
8. Attractions Map	£
9. Conference Derbyshire	£
COMBINED TOTAL	£ +VAT

Please select payment method:

- I enclose a cheque made payable to EMC (if sending form in post)
- I wish to pay by Direct Debit (a Direct Debit form will be sent separately by post for you to complete)
- I wish to pay by Debit/Credit Card

Please debit my card:

- Switch/Maestro Visa Mastercard
(please tick card type)

Card number:

Expiry date (mm/yy) Security code (last 3 digits on back)

For Switch/Maestro - Valid from (mm/yy) Or Issue number