



# Online Advertising Opportunities



Between November 2010 and October 2011 the GoLeicestershire.com website had 18,767,481 pageviews.

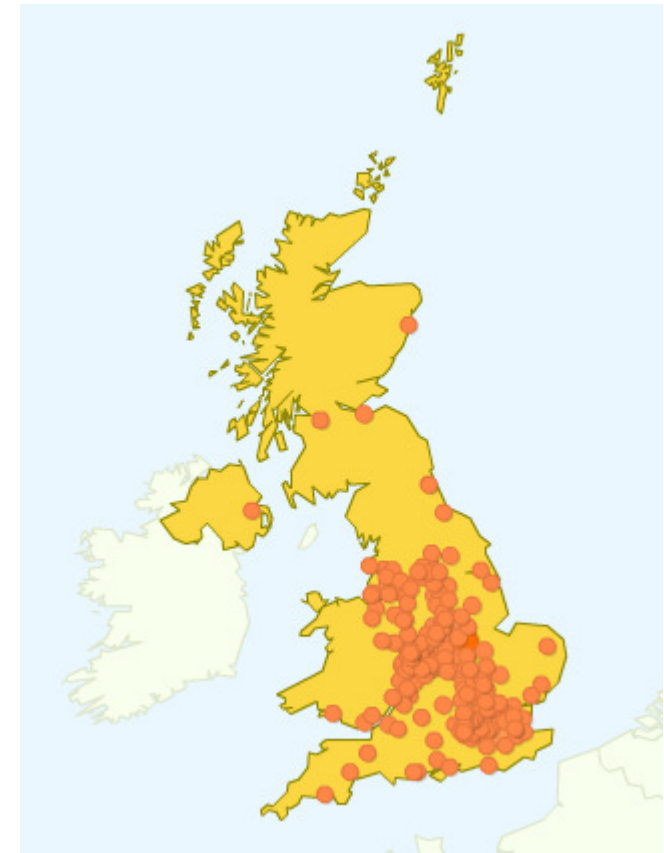
# Consumer engagement

The vast majority of visitors came from the United Kingdom.

The map to the right shows the geographical location of the visitors to our website. There is a high concentration of audiences within at least two hours drive from Leicester and Leicestershire.

The top 10 countries outside of the UK are:-

1. United States 2. Germany 3. France 4. Spain 5. Australia 6. Ireland 7. Netherlands 8. India 9. Canada 10. Italy



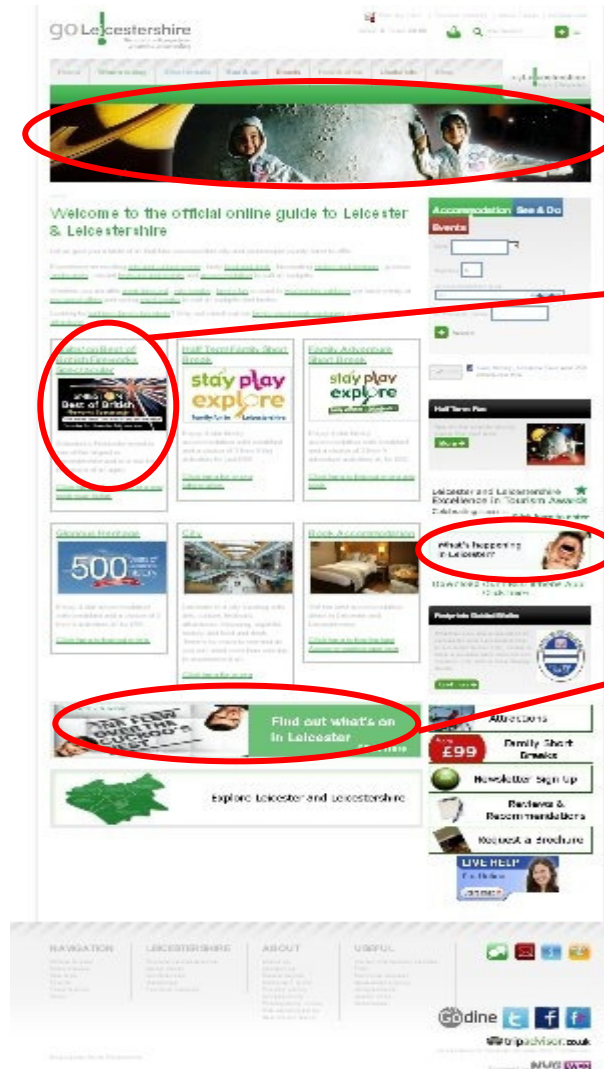
# Why advertise on GoLeicestershire?

- Targeted advertising with wide scale demographic and geographical reach
- The official online guide for potential visitors – offering inspiration to local and national audiences
- Over 140 active pages with details on everything from Things to Do, to History, Events, Shopping, Eating, Attractions, Short Breaks, Theatre Breaks and more
- Promoted through SEO activity, ppc campaigns, Google adwords, trade press advertisements, leaflets, posters, social media, PR activity, and through our database of hundreds of visitors

# What can GoLeicestershire offer?

- Simple and straightforward options suited to your needs and budget
- Flexibility for the size of advert and placement.
- Pay a single fee for a set time period and have your adverts displaying 24/7
- Takeover adverts mean that you can dominate a chosen page without any other adverts appearing on that section
- Far cheaper than advertising in your local paper and reaches a local, national and international audience

# Advert Display Availability



- Image Headers
- Advert Spots
- Buttons
- Banners

# Options Available

**Image Headers** – 900x150px Main images at the top of a page



**Banners** – 610x100 usually at the bottom left hand side of the main page.





**Buttons** - 270x75px – Best used either as a logo link through to your website, special offer advertising or event promotion.

**Special Offers**

- [Stapleford Park - 2 nights b&b for £99](#)
- [Charnwood Lodge -B&B £25 per room per night](#)
- [Cafe Rouge - 2 for 1 main course meals](#)
- [Twycross Zoo - Buy one get one free](#)
- [Twinlakes - Family ticket £30](#)

Winter Wonderland at CONKERS

A promotional poster for the 'Winter Wonderland at Conkers' event. It features a festive scene with a Christmas tree, people in winter attire, and a reindeer. The text 'CONKERS' is prominently displayed in large, colorful letters. Below the image, it says 'WINTER WONDERLAND Sat 26 Nov - Sat 24 Dec'.

Come and experience the magic of Christmas - meet Santa and his reindeer and take a ride on Conkerchoo II our very own train.

[Click here to find out more](#)

**Advert Spots**  
-180x100px image plus a header and a sentence of text.

**Special Offers** – Up to 5 special offers as **text links** from different advertisers linking to a Special Offers web page.

# Customizable packages

- Bespoke packages to suit your target audiences, your messages and your budget
- Flexible purchase in blocks of two weeks or a month.
- Position and section specific
- Block advertising or year-long campaign plans
- Brand building with premium positions
- Integrated online marketing approaches aligned with
  - social media options ie. Facebook, Twitter, etc
  - e-blast/e-newsletter adverts to segmented databases
  - options for LPL to take online bookings for you (at 10% commission)
- Expert advice from our marketing and campaigns team to maximise your results
- Optional evaluations of your campaign's success

Position	Offer	Cost per 2 weeks	Cost per month
Homepage 1,930,595 pageviews	Advert spot	£200	£350
	Button	£200	£350
	Banner	£350	£550
	Special offer	£100	£175
See & Do 2,175,434 pageviews	Button	£200	£350
	Banner	£350	£550
	Image Header	£500	£850
Events 789,408 pageviews	Button	£100	£175
	Banner	£200	£350
	Image Header	£300	£500
Food & Drink 565,698 pageviews	Button	£100	£175
	Banner	£200	£350
	Image Header	£300	£500
Where to stay 890,453 pageviews	Button	£200	£350
	Banner	£350	£550
Short Breaks 634,918 pageviews	Button	£100	£175
	Banner	£200	£350

# Rates

## Takeover\* discounts

- Homepage takeover at £600 for two weeks or £1000 for one month

- See & Do takeover at £600 for two weeks or £1000 for one month

- Events takeover at £450 for two weeks or £650 for one month

- Food & Drink takeover at £450 for two weeks or £650 for one month

- Further discounts are available for 6 weeks and further monthly blocks.

*\*exclusivity on page (no other adverts)*

# Rates – Sub Pages

<b>Position</b>	<b>Offer</b>	<b>Cost per 2 week</b>
See and Do Attractions	Button Banner	£100 £200
See and Do Outdoors	Button Banner	£100 £200
See and Do Nightlife	Button Banner	£50 £100
Explore Pages	Button Banner	£100 £200
See and Do History	Button Banner	£100 £200
See and Do Shopping	Button Banner	£50 £100

Discounts

Monthly rate: 25% discount

### **Social Media package**

For an additional £50: one advert on the Stay Play Explore and Go Leicestershire Facebook pages for two weeks

### **Link to Special Offers page:**

For £50 a month or £100 for a month (includes insertion in Special Offers e-newsletter to our database)

Find out more...

Contact Kamy Basra

[Kamy.basra@l-p-l.com](mailto:Kamy.basra@l-p-l.com)

0116 225 4051