



2012 Ratecard

Over 1.3 million visits* per year
17.4 million views* since new website launch in Nov 2010
No. 1 on Google for Norfolk, Visit Norfolk and much more
* WebLogExpert statistics

Places to Stay / Places to Visit listings

from £72 + VAT *

Standard Listing

Partner's Rate* £72 + VAT
Full Rate £92 + VAT

- Availability calendar (accommodation**)
- Commission free online booking (accommodation)
- Four images
- Full description & contact details
- Website URL
- Add events via Guestlink (venues)
- Update anytime via Guestlink
- Statistics anytime via Guestlink

Enhanced Listing

Add-on for only £15 + VAT extra

- Priority listing*** (shown before standard listings)
- Unlimited images
- Upload a video
- Upload a 360 degree image
- Upload a PDF (e.g. menus)
- Availability calendar (accommodation)
- Commission free online booking (accommodation)
- Full description & contact details
- Website URL
- Add events via Guestlink (venues)
- Update anytime via Guestlink
- Statistics anytime via Guestlink

* To qualify for the reduced fee, you must advertise with/ be a member of a Norfolk Tourism partner organisation – please see application form. ** All accommodation must show evidence of either VisitBritain or AA grading. *** Enhanced entries will be displayed at the top of a general search followed by standard entries. Accommodation providers updating availability with Guestlink will appear at the top of their category in order of who updated most recently

Banner adverts *

from £60 + VAT

All our banner spot prices are based on the popularity of each page

For existing accommodation / attractions listing clients, plus event organisers, we offer banner advertising, including:

| | |
|---|---------------------------------|
| Homepage | £85 + VAT pcm / £800 + VAT pa |
| Where to Stay results page | £100 + VAT pcm / £1000 + VAT pa |
| Things to Do / What's On results page | £100 + VAT pcm / £1000 + VAT pa |
| Activities results page | £80 + VAT pcm / £800 + VAT pa |
| Key main pages inc. Things to Do, What's On, Self Catering, Hotels, B&Bs, Norfolk Broads, Attractions | £100 + VAT pa |
| Key theme pages inc. Where to Stay, Norwich, Norfolk Coast, Norfolk Seaside, Food & Drink, Walking, Cycling, Birdwatching & Wildlife | £70 + VAT pa |
| General pages inc. Shopping, Norfolk Countryside, Boating & Sailing, Canoeing, Hostels | £60 + VAT pa |
| Many more pages & packages available - please contact us for prices! | |

* Please supply own artwork in either jpg, gif, png, swf format - 270 pixels wide by 150 pixels height. Alternatively we can design your banner to your specifications for an additional fee. Flash banners should be enabled for clickTag to ensure link throughs to the advertiser's website - please follow the guide found at <http://www.flashclicktag.com/> to find out how to implement clickTag.

To find out more and for tailored advertising packages, please call 01603 638164 or email info@visit.norfolk.gov.uk