

Visit Lyme Regis

www.lymeregis.org

Advertising opportunities

Visit Lyme Regis offers affordable and effective advertising opportunities to suit all types of businesses.

Listings are available in three levels: Gold, Silver and Bronze. All advertisers have their own login to allow them to amend and update their listings.

Block adverts are available on landing (main) pages, the webcam pages, and subpages. Advertisers must supply their own artwork, to a specified size.

Packages are great value and are available when booking more than one advert or listing, or a combination of both.

All prices shown are for an annual subscription, which runs from 1 April to 31 March.

Discounts are available for part-year advertising:

- 25% discount for first-time advertisers taking out an advert between October and December
- 33% discount between January and March

All adverts are managed by **NVG**, leaders in tourism technology in the UK. NVG's expert data stewards can guide you through setting up and managing your advert.

More details about the types of advertising available are on the following pages. For more information about advertising opportunities on Visit Lyme Regis, contact admin@lymeregistowncouncil.gov.uk or 01297 445175.

Listings

Once you have chosen the level of advertising which best suits your business, you will be asked to complete a data collection form to supply details about your business. You will also need to provide pictures to accompany your listing.

Bronze listing

£60 per year (incl VAT)

- Exclusively for non-accommodation businesses
- Features
 - ◇ Address and contact name
 - ◇ Link to own website
 - ◇ Long description
 - ◇ Two pictures
 - ◇ Contact details, including telephone, email hyperlink and fax
 - ◇ Directions and location on map
 - ◇ Nearby accommodation
 - ◇ Special offer facility
 - ◇ Social media and multimedia links

Silver listing

£120 per year (incl VAT)

- Exclusively for accommodation businesses
- Features
 - ◇ Address and contact name
 - ◇ Link to own website
 - ◇ Short description (up to 20 words)
 - ◇ Two pictures
 - ◇ Contact details, including telephone, email and fax
 - ◇ Directions and location on map
 - ◇ Nearby events and attractions
 - ◇ Email a friend

Gold listing

£180 per year (incl VAT)

- Exclusively for accommodation businesses
- All the features of a silver listing, plus the following benefits:
 - ◇ A guaranteed presence in the top listings*
 - ◇ Online booking and availability checker facility
 - ◇ Multimedia link, i.e. YouTube
 - ◇ Social media links
 - ◇ Long description (up to 250 words)
 - ◇ Special offer facility
 - ◇ Up to 20 pictures

* Properties are listed randomly within the gold category and will change order regularly so every business will appear at the top at some point. All listings within the gold category will always appear above those in the silver category

Block adverts

Once you have chosen which size block advert you would like and whether you would like it to appear on a landing (main) page, webcam page or subpage, you will need to choose the specific page it would be best suited to. For example, the ideal position for an accommodation business would be the 'Places to Stay' landing page. Please contact us for specific advert dimensions.

Small subpage
advert

£180 (incl VAT)

Medium subpage
advert

£360 (incl VAT)

Large subpage
advert

£936 (incl VAT)

Small advert
landing/webcam
page

£240 (incl VAT)

Medium advert
landing/webcam
page

£576 (incl VAT)

Small advert
landing/webcam
page

£1,224 (incl VAT)

Packages

Packages are ideal if you have more than one business to advertise, if you would like to advertise your business in more than one section of the website, or if you would like to have both a listing and a block advert.

**Two listings
(same price or
less)**

**Second listing
half price**

**Two block
adverts (same
size or smaller)**

**Second advert
half price**

**One listing and
one block advert**

**Listing at half
price**

Lyme Regis holiday guide



If you advertise on the official tourism website, you can benefit from a 10% discount on adverts in the Lyme Regis holiday guide. The guide is updated and re-printed annually, with at least 20,000 copies printed and distributed to potential visitors. There is a wide choice of advertising packages available to suit all budgets, ranging from a full page to a basic listing. For more information, contact admin@lymeregistowncouncil.gov.uk or 01297 445175.