The Path to Opportunities
Publications

Here at Discover Yorkshire Coast - we find there is still a huge demand for literature. Every campaign we run gets distributed and we never have any leaflets left once the year is up.

This year we have a few excellent opportunities up for grabs. These are:

- Family Fun Guide
- Active Coast Guide
- Attractions & Events Guide 2020
- New Destination 2020 Brochure
- Joint Culture & Cuisine Guide

In 2019 we're also creating some digital publications to reach new audiences for the Yorkshire Coast & North York Moors. These are:

- Curious Coast

Price vary depending on publication so get in touch for more information
Promote your business and book your slot in our 6 local leaflet stands for as little as £5 per week.

Our stands can be found in the following places:

- Filey Information Point, Evron Centre
- Scarborough Train Station
- Scarborough Filey Road Park & Ride
- Scarborough Seamer Road Park & Ride
- Scarborough Market Hall
- Scarborough Spa
- Stephen Joseph Theatre
- Whitby Tourist Information Centre
- Whitby Park & Ride
- Filey Brigg Caravan Park

The leaflet stands are located in high footfall areas with a strong pickup rate. Each stand is carefully monitored by Tourism staff: on a weekly basis during the winter and twice weekly through the summer period.

For 1 slot in each of the 10 stands is £262+VAT for a 12 month period.
Whitby Park & Ride

Businesses can advertise on the Park & Ride Bus screens throughout the summer season.

- In 2017 over 170,000 journeys were made
- Double decker buses have screens on both floors
- Your advert will be displayed on the screens for around 7 months
- Each advert will be shown 9 times on a round trip (approx)
- Your advert will be shown for 10 seconds each time

Prices start from £250+vat
Lamp Post Banners

You can advertise your business or event on one of our many lamp posts around the town. Our lamp post banners are located in high footfall areas in Scarborough & Whitby.

Prices vary depending on:
- Time of year
- Length of contract
- Number of banners
- Lamp post locations

Lamp post banner advertising is very limited and in high demand over the summer months. So please get in touch as soon as possible.

A rough price guideline - approximately £1000+vat for five double sided banners for a four week period.
Street Banners

There are multiple street banner sites up and down the high street in Scarborough. The purpose of our banner sites is to provide publicity for attractions, cultural and educational events and activities which will benefit Scarborough and the surrounding areas.

These sites are only available between February & October.

Prices start from £800+vat for a 4 week period and must be payable in advance.

All banners are installed on a Monday morning and must be with us by close of play on Friday. They will need to be delivered to:

Dean Road Depot
Dean Road
Scarborough
YO12 7QS
Vehicle Advertising

We have a large fleet of vehicles just waiting to be customised with your message. Advertising on our vehicles is an eye catching way of creating brand recognition and reaching a wide audience.

Our vehicles circulate throughout the boroughs, main and side roads, avenues and cul-de-sacs ensuring maximum visibility. Dependent on your campaign requirements we can make sure your advert is targeted to particular areas or to the whole community, helping you reach the right audience.

Prices start from £1300+vat per year (includes vinyl wrap)
Toilet Advertising

Washroom advertising solution across four of our busiest public conveniences. We offer 60 A3 poster panels in total, unmissably located directly in front of male and female audiences in an uncluttered environment so your message is guaranteed to be read.

This proximity doesn't just increase recall - it aids interaction. 94% of people take their phone to the washroom, boosting mobile search and social media sharing.

**Unmissable, one to one, gender targeted**

- Boasting long dwell times of 55 seconds (male) & 105 seconds (female)
- Promotes Interaction
- Relevant for broad category targeting
- Personal one-to-one environment
- Minimal distraction

Footfall across all sites 300,000

**Yearly prices start from £1800+vat (less than 1p per view)**
Town Centre Pitches

Some fantastic high street opportunities are available in Scarborough.

Visit England have recorded the Borough of Scarborough as being the second most visited destination in the UK on a 3 year average for holiday trips and spending a staggering Â£294m.

Shopping in Scarborough Town Centre achieves high footfall levels with high street names and independent retailers alike attracting the discerning shopper.

There are 4 pitches available:

<table>
<thead>
<tr>
<th>Located outside</th>
<th>Prices from</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poundland</td>
<td>Â£325+vat</td>
</tr>
<tr>
<td>Bonmarch®</td>
<td>Â£200+vat</td>
</tr>
<tr>
<td>Next</td>
<td>Â£200+vat</td>
</tr>
<tr>
<td>Clinton Cards (Aberdeen Walk)</td>
<td>Â£200+vat</td>
</tr>
</tbody>
</table>
Our in house design & print team can create the perfect marketing material for your business. Let us know what you need and we can create a bespoke package just for you!

Design Cost examples:

- A small advert from £40
- Single sided A4 document from £40
- 6 page DL leaflet from £120

Printing Cost examples:

- 100 x A5 double sided leaflets from £25
- 1000 x A5, 8 page brochure from £195.00

- 100 x A4 double sided leaflets from £30
- 1000 x A4, 8 page brochure from £250

- 100 x A4 letterheads from £20
Social Media

Our expert team can provide you with full service solutions to help drive traffic to your business and increase your sales and bookings. Our services include:

- **Organic posting**
  We post your content on our social media channels (Facebook, Twitter, Instagram) to our audience network of 20k+. Maximum of 2 per month.

- **Targeted campaigns**
  Our in-house team will design, develop and deliver your bespoke social campaign end to end, from research to reporting.

- **Competitions**
  We run exclusive competitions (organic and/or paid) across our channels. We deliver, monitor and report on your competitions.

- **Reporting**
  We pride ourselves on delivering results, providing transparent, regular updates on campaign activity and getting you the best return on investment.
Web Advertising

In 2018 DiscoverYorkshireCoast.com has received **4.8 million** visits. We offer a range of on-page advertising spaces, so you can get in front of thousands of people each week.

- **Banner adverts**
  Eye-catching adverts placed on prime locations on our site, directing users to your website of choice.

- **Feature adverts**
  Further down the page, but larger and located next to your business's relevant search box.

- **Navigation bar**
  Portrait (poster-style) advert placed in the dynamic navigation bar.

- **Dynamic search**
  Sidebar banners located in the search results page, driving traffic directly to your website.
Introducing the DYC blog; a new platform built to publish news, stories and interviews from our partners across the coast to educate and inspire visitors.

- **Feature / Interview / Advertorial**
  Let us profile your business or talent through an in-depth feature on your history, USPs and any other messages you want potential customers to discover. Include rich media such as photography, videos and business links.

- **Listicles**
  Everybody loves lists (honestly - they make up some of the most engaged with content on social media) - and we're no different. We will create and publish listicles for all key themes. If your name's not on the list, you're not coming in.

- **Featured post**
  Get your article featured on the large, top slider on the homepage.

- **Embedded sidebar ad**
  Embed your image or video in the sidebar of our homepage or category pages.
Newsletters

We send monthly and seasonal newsletters tailored to our databases of local businesses and tourists/consumers (over 30k subscribers combined).

With an open rate of over 25% (industry average 13%) this can be the perfect delivery platform to get your message straight into the inbox of your customer.

- Consumer newsletter
Sent out monthly, to 30k subscribers just waiting to hear about new events and happenings on the Yorkshire Coast.

- Business newsletter
Also sent out monthly, the subscriber list is made up of over 1,000 local businesses and attractions.

- Levels 1,2,3
There are 3 tiers to our Newsletter advertising, Level 1 being a large header above the fold. Level 2 is halfway down the page, and level 3 is just above the footer. Different pricing applies.
Welcome to the futuristic world of digital signage. Advertising space on the kiosks have been in such high demand that we are doubling our inventory in 2019.

All of our digital screens have been placed in high footfall areas to maximise OTS (opportunity to see). Scarborough town centre alone has **6.2 million impressions** annually.

The advert will be shown once every 3 minutes for 12 seconds each time. That’s 20 showings every hour and 360 showings a day!

- **Scarborough**
  A doubled sided 47 inch screen located in the town centre just outside the Brunswick Shopping Centre entrance.

- **Whitby**
  A doubled sided 47 inch screen located in Whitby's central harbour-side location near the bus and train stations and main long stay car parks.

- **Filey**
  A 32 inch screen located in the heart of Filey, positioned in the window of the Evron Centre.
Case Study 1

Collective Switch
Silver package cost value at £250+vat

Targeted social campaign
1,798 Clicks
20,777 Reach
70,758 impressions
1 in 15 people signed up
6.4% Conversion Rate (CVR)
Average of 14p per click
2.54% Click through rate

Testimonial
"Working with the DYC Marketing Department to our Collective switch scheme has enabled us to promote our services to a huge audience, something we just couldn't manage on our own. The wealth of experience that the team has and its vast contacts opened up many new marketing opportunities for us. They dealt with the organising for us and the marketing campaign that they delivered was so effective that it increased our registrations to the collective switch scheme by 1000%"

Lynn Williams, HIA Manager, White Rose Home Improvement Agency
Case Study 2

Tomorrow’s Ghosts Festival
Platinum Package cost value at £410+vat

Blog interview
Blog Interview - Over 130 reads within the first 24 hours!

Targeted social campaign
568 clicks direct to their website (Average of 21p per click)
Click through rate of 5.08%

Targeted social competition
Over 9,000 reach & 219 Clicks

Video creation
The video reached over 20,000 prospective customers.

Testimonial
"DYC have been brilliant to work with and have provided our festival with a lot of sound advice, support and wonderful professionalism from start to finish. Really looking forward to working with these guys again in April 2019" Kirstin Lavender

*ROI (Return on Investment) 400%*
## Pricing

### Social media
- **Organic post**: £20 per post
- **Targeted Campaigns**: Project specific - Let's chat!
- **Competitions**: £50

### Website
- **Banner Adverts**: From £400 per year
- **Featured Adverts**: From £400 per year
- **Navigation Bar**: From £600 per year
- **Dynamic Search**: From £600 per year

### Blog
- **Feature / Advertorial**: £100
- **Listicle**: £20
- **Featured post**: From £20 a month
- **Embedded Ad**: From £300 per year

### Newsletters
- **Consumer**: From £40
- **Business**: From £20

### Digital kiosks
- **All 3 Screens**: £2250 per year
- **Scarborough**: £1095 per year
- **Whitby**: £1095 per year
- **Filey**: £225 per year

### Digital asset design
- **Video Creation**: From £50
- **Artwork Design**: From £30

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**All prices are subject to vat**
Packages

Bronze
Organic Social Post x3
Newsletter Advert (tier 3)
Artwork Design

£100

Silver
Blog Advertorial (+ free social post)
Targeted Social Campaign
Organic Social Post x2
Video/Photography

£250

Gold
£250 Targeted Social Campaign
Blog Advertorial (+ free featured post)
Social Post (+ sponsored content)
Newsletter banner (tier 1)
Video/Asset Design

£500

Platinum
Create a tailored package, specific to your business objectives, budget and timeline.

Call to speak to our marketing team.

Call

All prices are subject to vat