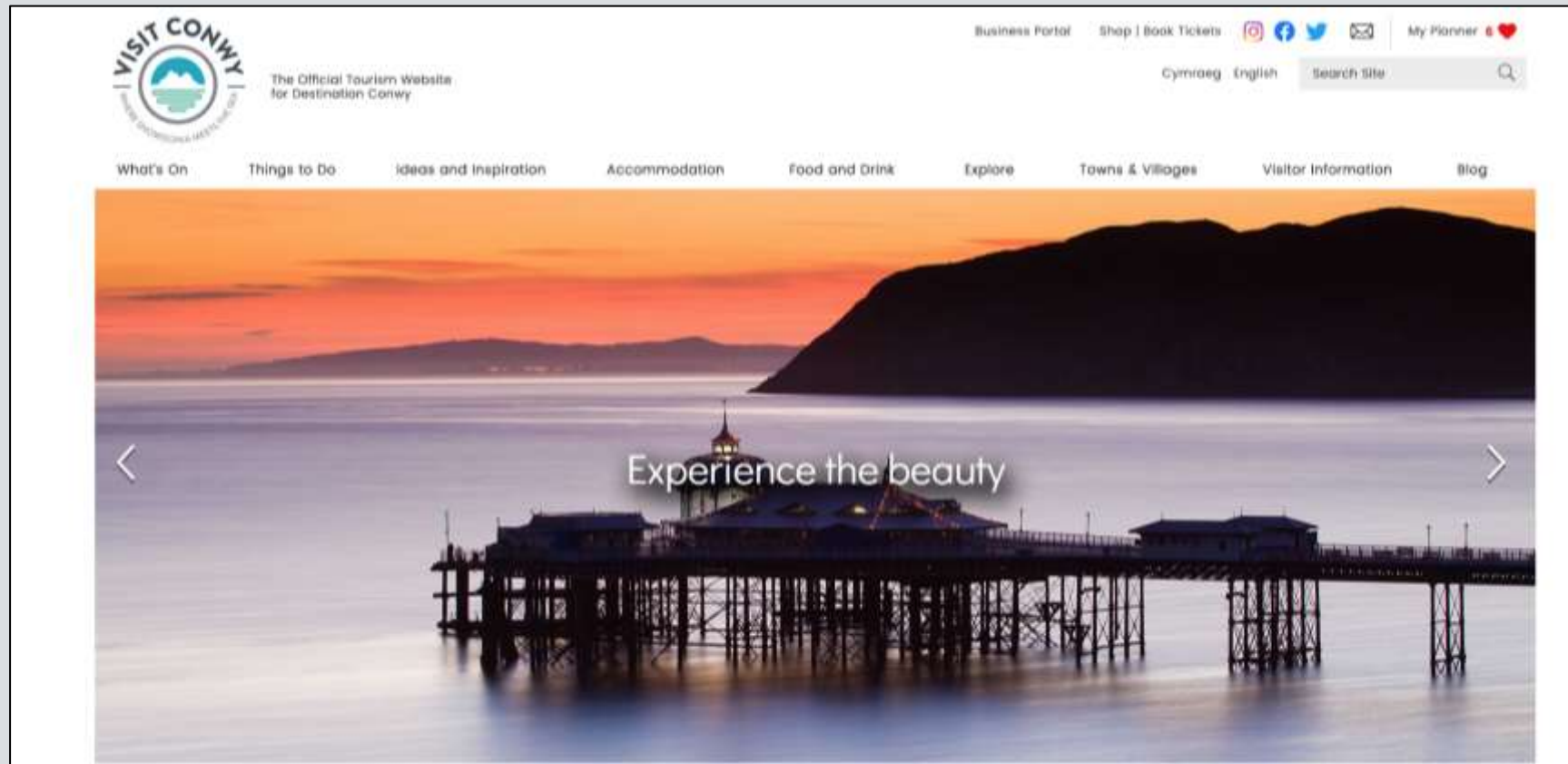


Website and marketing opportunities rate card



About us

Visit Conwy is the brand new official tourism website for Conwy County scheduled to be launched in December. We now have a number of advertising channels available to raise the profile of your business and attract more customers.

Key benefits to businesses

- The official destination website for Conwy County
- Increased exposure directly in front of target audience
- Over 1.4m page views annually on existing website
- Links with other key tourism websites such as Visit Wales - vistwales.com site delivered over 5 million unique users in 2018.
- Combined social media reach of over 40,000 followers
- Regular e-shots sent to database of 10,000 contacts
- Access to a business portal containing STEAM figures, useful links and more
- Opportunity to feature in regular blog articles for increased exposure
- Increased PR opportunities

Website packages

New Website: Visit Conwy – Where Snowdonia Meets the Sea Introductory Advertising Rates – January to December 2020				
What's Included	Simple (Free)	Basic £90 (12 months) Inc VAT	Enhanced £180 (12 months) Inc VAT	Detailed £264 (12 months) Inc VAT
Name & address of business	Yes	Yes	Yes	Yes
Contact number /email	Yes	Yes	Yes	Yes
Images	Up to 1 image	Up to 3 Images	Up to 5 images	Up to 10 Images
Months / times open	Yes	Yes	Yes	Yes
Rates /prices	Yes	Yes	Yes	Yes
Grading	Yes	Yes	Yes	Yes
Facilities		Yes	Yes	Yes
Website link		Yes	Yes	Yes
Descriptive text		Up to 100 words	Up to 300 words	Up to 400 words
Location and map		Yes	Yes	Yes
Awards			Yes	Yes
TripAdvisor integration			Yes	Yes
Special Offers			Yes	Yes
Display video content				Yes
Display downloads e.g. menus				Yes
'Don't miss' website features				Yes*
Monthly performance statistics				Yes

*Rotated on a monthly basis, subject to availability

Marketing packages

New Marketing Packages Introductory Rates – January to December 2020				
What's Included	Platinum £300 (12 months) Inc VAT	Gold £204 (12 months) Inc VAT	Silver £102 (12 months) Inc VAT	Bronze £60 (12 months) Inc VAT
Access to Business Portal on Visit Conwy website	Yes	Yes	Yes	Yes
Appearance in tourism newsletter (shared)	5 articles	3 articles	2 articles	1 article
Social media posts	12 posts	9 posts	6 posts	3 posts
Appearance in blog articles (shared)	3 articles	2 articles	1 article	
Invitation to networking events	Yes			
1 consultation with CCBC Business Advisor	Yes			

*Packages are sold on a first come, first served basis

**Limited availability