



ADVERTISING OPPORTUNITIES ON THE NEW VISIT ISLES OF SCILLY WEBSITE

The islands' new overarching tourism website www.visitislesofscilly.com will be launched in April, replacing www.simplyscilly.co.uk. Designed to provide the resource required to market the islands within an increasingly competitive digital landscape www.visitislesofscilly.com will be the islands' shop window to the world, showcasing the very best of what Scilly has to offer.

Focusing on the needs of the present day, the new site has been designed with the capability to adapt to both changes in digital technology and the way in which our visitors make use of this technology, for example:

- The new site has been designed to meet the needs of visitors who will access the website using mobile technology – approximately 50% of users and climbing.
- The new site will also allow us to utilise and monitor some of the most advanced forms of target marketing available, i.e. Google Remarketing.

A supporting remarketing campaign pushing traffic to the new site will commence at the point that www.visitislesofscilly.com goes live.

Seen by over half a million visitors every year the Simply Scilly/Visit Isles of Scilly site represents the islands' strongest on line presence.

Website Advertising – Special Limited Edition Introductory offer

Increase the profile of your business on www.visitislesofscilly.com by purchasing '**Box Advertising**' across relevant sections of the website. This will help you achieve a targeted quality increase of referrals to your website over and above what is delivered by your standard business listing, offering excellent value for money.

We are offering opportunities to advertise on quarterly publishing periods.

The periods April/June (pro-rated) and July/September inclusive are now available for purchase. Advertising is available in the following sections of the website:

- Home Page
- The Islands
- Travel

- Getting Around
- Things to Do
- Places to Stay

There will be 4 Box Adverts available for purchase per page on a two advert revolving cycle. Please contact the IP team on enquiries@islandspartnership.co.uk by phoning 01720 424036 to guarantee your slot and for further information. Bookings will be taken on a first come first served basis.

Pricing (per quarter)

- From £100 + VAT up to £180 +VAT (depending the page of the website you advertise on)

Specifications

- All adverts need to be supplied as digital artwork, as static jpg files.
- Size: 555pixels wide x 300pixels deep
- All adverts will include a direct link to your own website.
- If you do not have artwork available in the above format this can be produced for you. This will incur a one-off charge of £45. You will need to provide a jpeg or EPS file of your logo, one image no more than 1MB in size, and 140 characters of text (including spaces). A copy of your artwork will be provided for your future use.

Terms & Conditions

- The above prices represent a one off special discounted advertising rate and are non-negotiable*
- The Islands' Partnership reserves the right to refuse advertising without explanation.
- Anyone wishing purchase a Box Advert for the period April/June will need to contact the IP office as soon as possible to reserve their space and to ensure that their advert will be ready for display as and when the site goes live.
- The IP will not be able to provide stats reports at this time on the number of clicks your advert has generated. However if you have Google Analytics on your own website you will be able to see clearly the traffic coming from www.visitislesofscilly.com

*There will be a pro-rata weekly reduction for April/June quarter based upon the date the site goes live.

April 2014