

Banner, Skyscraper & Box advertising on VisitDevon.co.uk 2011/12 - Information & rates

All advertising is available on the homepage and main pages with a link through to your website.

Web stats

2010 saw over 430,000 unique visitors to the site with a total of almost 2.75 million pageviews. On average, a banner receives over 88,000 impressions per month and 220 click-throughs.

Sizes & requirements

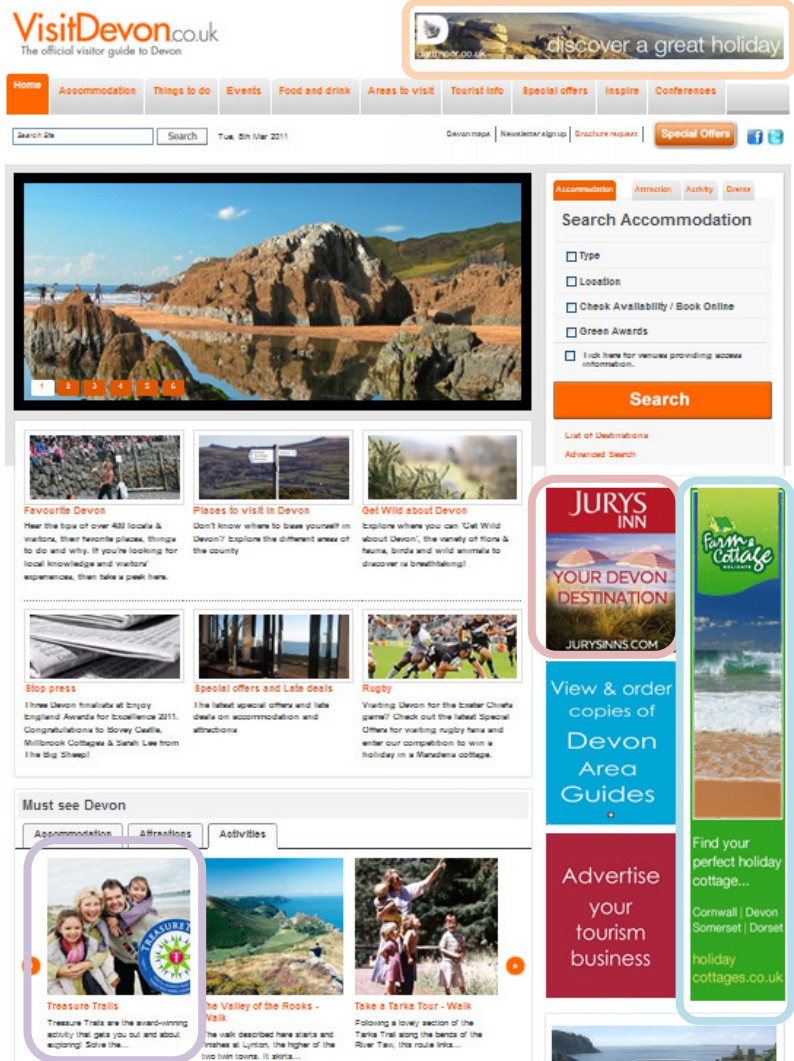
You will need to provide a (JPEG or GIF) static image or flash file in the following banner, skyscraper or box dimensions:

Banner: 468 pixels wide x 60 pixels deep

Skyscraper: 120 pixels wide x 650 pixels deep

Box: 166 pixels wide x 209 pixels deep

Please note that you may be sharing your slot with up to 3 other adverts on an evenly weighted basis – Space is sold on a first-come-first-served basis. Bespoke packages available on request for particular pages/time periods.



To book a position or request further information, please email ben@visitdevon.co.uk or call 01392 383685

Visit Devon advertising rate card 2011/12		1 month	3 months	6 months
Home page	Banner	£150	£382.50	£720
	Skyscraper	£100	£255	£480
	Box	£75	£191.25	£360
Main section (Accommodation, Things to do, Events, Food & Drink, Areas to Visit, Tourist Info, Special Offers)	Banner	£100	£255	£480
	Skyscraper	£75	£191.25	£360
	Box	£50	£127.50	£240
All pages (excluding home page)	Banner	£500	£1,275	£2,400
	Skyscraper	£375	£956	£1,800
	Box	£250	£638	£1,200
Featured item/'Must see Devon' (only available to those with a listing)		-	£50	£90

Prices exclude VAT

Members of their area tourism partnership receive a discount of 25% and those that also appear on www.VisitDevon.co.uk will receive a discount of 50%

For information about the membership schemes of Devon's area tourism partnerships, please visit: www.visitdevon.co.uk/site/tourism-businesses.

About Visit Devon

Visit Devon is the destination management organisation responsible for promoting Devon to the world. The organisation acts as a voice for tourism in Devon and its aim is simple - to increase the number of visitors to Devon by promoting the county as a year-round destination for business or leisure. The organisation brings together the work and activities undertaken by the six Area Tourism Partnerships across the county.

Visit Devon is a public-private partnership limited by guarantee. The not for profit company comprises of nine member organizations including the six Area Tourism Partnerships (Exeter and Essential Devon, Visit Plymouth, North Devon+, Dartmoor Partnership, English Riviera Tourist Board, and Visit South Devon) Devon County Council, The Devon Association of Tourist Attractions (DATA), and Devon Farms.

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