

# Visit Eastbourne

EASTBOURNE  
BREATHE IT IN

Membership  
Packages  
2020



Up to  
40% OFF

Attractions & Businesses

Reach thousands of visitors planning their 2020 holiday and enjoy exclusive trade benefits with VisitEastbourne!

See inside for details



## Why Join?

- Feature in the official VisitEastbourne 2020 Holiday Guide, with 65,000 guides distributed across the UK via a lead generation marketing campaign and overseas exhibitions, plus digital brochure online too
- Your own page on VisitEastbourne.com
- Promote your business to our 70,000+ e-newsletter subscribers
- Promote your offers, videos and latest news to our growing social media following of 85,000+
- Join in with our familiarisation visits for journalists/ bloggers and competition prizes in national media
- Feature in our handy A5 Resort Guide, with 60,000 copies distributed to staying visitors in Eastbourne and to day visitors across the south east
- Access to research data
- Receive your complimentary VisitEastbourne Trade Pass\* with free visits to attractions across Sussex (worth over £450 in 2019)

\* Eligible for printed display advertisers only, excludes online only membership and featured listings.



## Holiday Guide 2020

Feature inside the Eastbourne Holiday Guide and reach 65,000 visitors (plus digital downloads) planning their holiday to Eastbourne. Despatched across the UK from December 2019, the Guide features colourful spreads providing holiday inspiration in a coffee table style publication.

350,000

VisitEastbourne.com  
monthly users

65,000 printed Holiday  
Guides

60,000 printed In-Resort  
Guides

85,000 social media  
followers

70,000 e-newsletter  
subscribers

Plus your Complimentary  
Trade Pass & tickets to  
20+ attractions

## Resort Guide 2020

Attract day visitors across the south east and target visitors to Eastbourne while in resort, for visits to your attraction or business in this handy A5 sized attractions guide. With 60,000 distributed via accommodation, attractions, transport outlets and information points across the south east, choose from a featured listing or add your own branded advert too!







## 89% Success Rate!

With 89% of visitors planning to visit Eastbourne as a result of requesting the Eastbourne Holiday Guide, the brochure is an essential resource for any staying visitor. Plus, an extensive lead generation campaign targets new visitors to Eastbourne, with more than 50% never having visited before!

Source: Lifestyle Media Group survey 2018

## Online Membership

### Standard £99+VAT

- Business name, address, telephone and email
- Link to your website
- 4 gallery images
- Unlimited description
- Directions, maplink, opening times and prices
- Appear in relevant website sections and category searches eg rainy day, family fun, eating & drinking
- Inclusion in the VisitEastbourne app

### Premium £149+VAT

All of the above plus:

- Appear above standard members in website listings and search results
- Up to 10 of your events featured in the What's On section
- Your video embedded from You Tube on your business page
- Social media links and reviews eg Facebook, Twitter, Instagram, Tripadvisor
- 1 PDF eg brochure or menu
- Your video embedded from You Tube
- 1 PDF eg brochure, menu

### Add-On Extras £50+VAT each

Pre-bookable advertising campaigns to the VisitEastbourne audience on key landing pages (subject to availability), including:

- Web banner advert for 1 month
- You Tube video display for 1 month
- Appear as one of a handful of featured businesses on a key landing page (will display randomly)
- VisitEastbourne enewsletter banner advert
- Social media campaign (one post, with option to add budget for paid promoted post campaign)

## Online & Digital

With 350,000 monthly website users and around 14,000 app data downloads per month, the VisitEastbourne website and app are essential resources for holiday planning and searching for things to do, places to eat, shopping and travel. Generating over 100,000 referrals to our listed businesses annually, feature online from just £99+VAT per year!





## Dates for Your Diary

2019

<b>30 August</b>	Early bird booking deadline
<b>30 September</b>	Copy deadline
<b>November/December</b>	Printing of Holiday Guide, invoicing and national distribution begins
<b>30 November</b>	Deadline for website content and booking of extras

2020

<b>1 January – 31 December</b>	Your online membership is live
<b>January</b>	Printing of Resort Guide and regional distribution begins
<b>April</b>	Trade Passes issued to display advertisers

## Next Steps

Simply complete the attached booking form, selecting your ad size and any online extras, and return to the address below by **30 August 2019** to guarantee up to 40% off advertising rates!



Majella Cunningham, Tourism & Enterprise, College Road,  
Eastbourne, BN21 4JJ

Promotions@Lewes-Eastbourne.gov.uk

Tel: 01323 415131

**EASTBOURNE**  
BREATHE IT IN

# Visit Eastbourne

## Rate Card & Booking Form 2020

### Attractions & Businesses

**Early Bird: Book by 30 August and receive 25% off!**

**Double Ad Early Bird: Book Holiday Guide and Resort Guide adverts together by 30 August 2019 to receive 40% off! \***

#### STEP 1: CHOOSE YOUR HOLIDAY GUIDE ADVERT

	Related Advertiser*	1/8 Page 58 x 91mm (landscape)	1/4 Page 119 x 91mm (portrait)	1/2 Page 118.5 x 185mm (landscape)	Full Page 241 x 185mm (portrait)	Inside Back Page 285 x 198mm (portrait)	Prices exclude VAT
40% off	£600 <input checked="" type="checkbox"/>	£600 <input checked="" type="checkbox"/>	£960 <input checked="" type="checkbox"/>	£1,800 <input checked="" type="checkbox"/>	£3,000 <input checked="" type="checkbox"/>	£3,600 <input checked="" type="checkbox"/>	Book with Resort Guide display advert by 30 August †
25% off	£750 <input checked="" type="checkbox"/>	£750 <input checked="" type="checkbox"/>	£1,200 <input checked="" type="checkbox"/>	£2,250 <input checked="" type="checkbox"/>	£3,750 <input checked="" type="checkbox"/>	£4,500 <input checked="" type="checkbox"/>	Book by 30 August
Full Rate	£1,000 <input checked="" type="checkbox"/>	£1,000 <input checked="" type="checkbox"/>	£1,600 <input checked="" type="checkbox"/>	£3,000 <input checked="" type="checkbox"/>	£5,000 <input checked="" type="checkbox"/>	£6,000 <input checked="" type="checkbox"/>	

† Display adverts and related advertisers only, excludes enhanced listings and online.

\* Appears within editorial and is subject to availability - 1 per double page spread. Includes image and 50 words (max).

#### STEP 2: CHOOSE YOUR RESORT GUIDE ADVERT

	Enhanced Listing*	1/3 Page 62.5 x 134mm (landscape)	1/2 Page 94 x 134mm (landscape)	2/3 Page 126 x 134mm (landscape)	Full Page 191 x 134mm (portrait)	Full Page Premium† 210 x 148mm +3mm bleed (portrait)	Prices exclude VAT
40% off	N/A	£300 <input checked="" type="checkbox"/>	£390 <input checked="" type="checkbox"/>	£450 <input checked="" type="checkbox"/>	£570 <input checked="" type="checkbox"/>	£720 <input checked="" type="checkbox"/>	Book with Holiday Guide advert by 30 August †
25% off	N/A	£375 <input checked="" type="checkbox"/>	£487 <input checked="" type="checkbox"/>	£562 <input checked="" type="checkbox"/>	£712 <input checked="" type="checkbox"/>	£900 <input checked="" type="checkbox"/>	Book by 30 August
Full Rate	£99	£500 <input checked="" type="checkbox"/>	£650 <input checked="" type="checkbox"/>	£750 <input checked="" type="checkbox"/>	£950 <input checked="" type="checkbox"/>	£1,200 <input checked="" type="checkbox"/>	

† Full Page Premium refers to inside front, inside back and back cover.

\* Enhanced listing includes business name, address, telephone, web address, image and 30 word description.



### Step 3: Add your VisitEastbourne.com digital membership

Membership runs from 1 Jan – 31 Dec 2020 (website and app) with full business page and listing in appropriate sections.

- Standard membership  £99+VAT  
Premium membership  £149+VAT  
Number of additional extras ..... @ £50+VAT each

EXTRAS	<input checked="" type="checkbox"/>	PREFERRED MONTH
1 month web banner advert	<input type="checkbox"/>	<input type="text"/>
Featured business on website landing page	<input type="checkbox"/>	<input type="text"/>
1 month You Tube video display	<input type="checkbox"/>	<input type="text"/>
VisitEastbourne enewsletter banner advert*	<input type="checkbox"/>	<input type="text"/>
Social media campaign †	<input type="checkbox"/>	<input type="text"/>

\* Video/banner artwork to be supplied by your business. † Social media campaign includes one post on a VisitEastbourne channel (copy supplied by your business) with option to add budget for a paid promoted post campaign.

### Step 4: Complete your membership details below and return your form

Total cost for 2020 (excluding VAT): .....

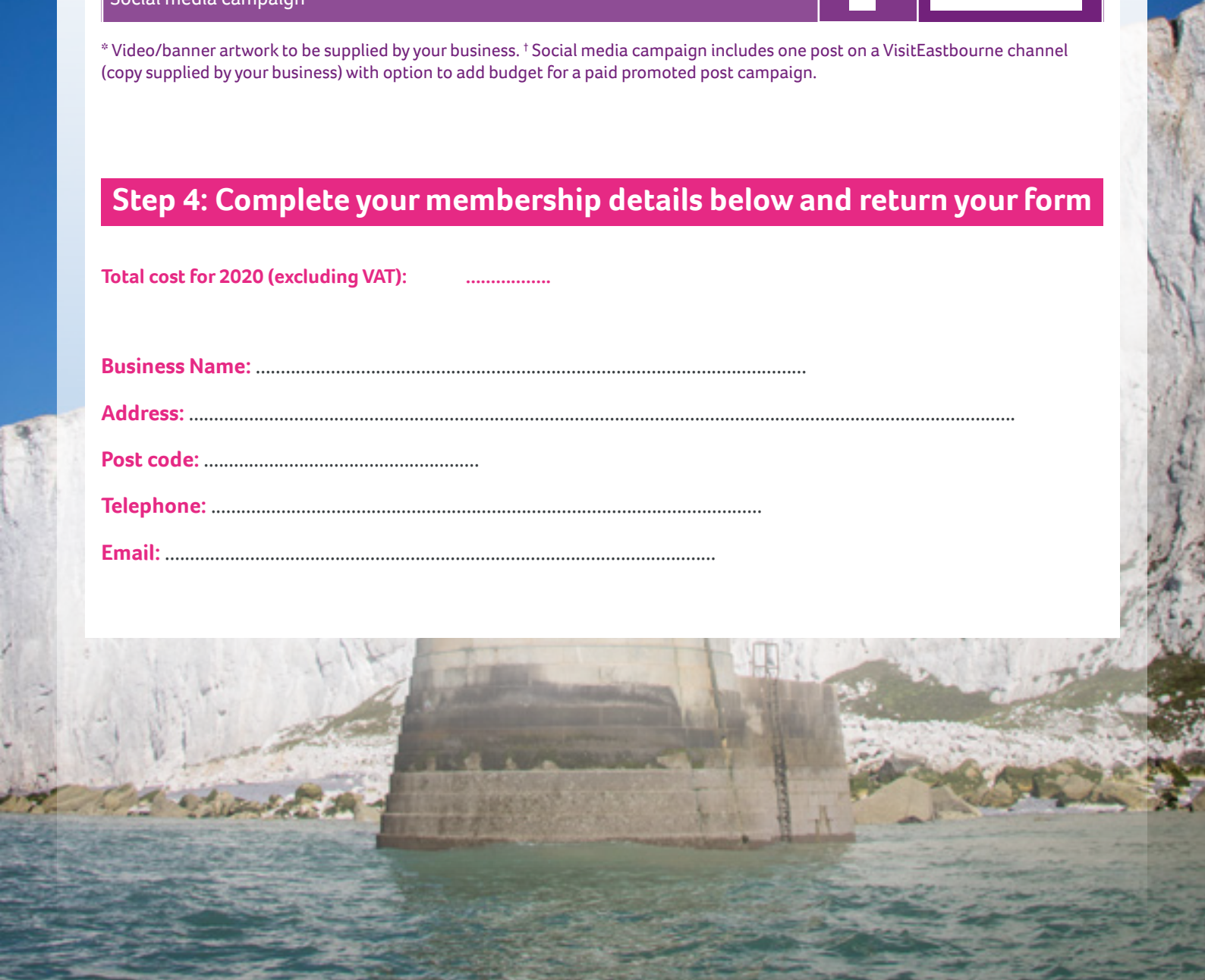
Business Name: .....

Address: .....

Post code: .....

Telephone: .....

Email: .....



## Conditions of Contract

1. All advertisements submitted to Eastbourne Borough Council ("the Council") must comply with the British Code of Advertising Practice and must in no way contravene the Trade Descriptions Act 1968.
2. The Council will not accept any special requests for typefaces or alterations to the layout of a proposed advertisement and no guarantee will be given as to the position of an advertisement within this Guide, which the Council reserves the sole right to decide.
3. Full payment for all advertisements submitted to the Council is required within 28 days of the advertiser receiving their invoice. The Council reserves the right to refuse to place the advertisement, if full payment is not made within this time frame or if payment in relation to the previous years' guide has not been settled.
4. Part payment is only acceptable subject to prior agreement and arrangement with the Council's Finance Department.
5. It is the responsibility of the advertiser to ensure that they have received an invoice in December and paid in full within 28 days or within point 4 above.
6. The Council accepts no liability and will not enter into any agreement with an advertiser who claims to have failed to receive an invoice, pay in full by the due date or arranged agreed regular payments. Additionally no invoice will be waived or any refund made for cancelled advertisements once an application has been submitted for by the advertiser.
7. The advertiser will indemnify and keep indemnified the Council from and against all actions, costs, claims and demands arising in respect of his or her advertisement contained in this Guide or by any reason of any libel and infringement of copyright arising in respect of copy, artwork and/or photographs supplied by the advertiser to the Council which is or are used by the Council in this Guide.
8. The Council will use every endeavour to ensure the due performance of this Contract but will not be responsible for any loss or damage, direct or consequential which may arise from any errors which may occur in the final print of this advertisement in the Guide nor will the Council be liable for any delay or cancellation caused by its inability to secure labour or material or as the result of any strike, lockout or other labour dispute or any other cause beyond its control.
9. These terms and conditions cannot be altered without the prior written approval of Annie Wills - Head of Tourism & Enterprise.

Name: .....

Signed: .....

Position: .....

Date: .....

**Early bird booking deadline: 30 August**

**Content and artwork deadline: 30 September**

Please return to  
Majella Cunningham,  
Tourism & Enterprise, College Road,  
Eastbourne BN21 4JJ  
Tel: 01323 415131  
Email: [promotions@eastbourne.gov.uk](mailto:promotions@eastbourne.gov.uk)

