



Royal Borough of Windsor & Maidenhead

# Digital Rate Card

Whatever the size of your local business, the Royal Borough's Place Marketing team is here to help. Work with us and we'll work for you! You'll have support and promotion from the people behind:

✓ Visit Windsor's tourism website [windsor.gov.uk/maidenhead.gov.uk](http://windsor.gov.uk/maidenhead.gov.uk) and Visit Windsor's social channels

✓ The Royal Borough's Residents' Advantage Scheme, website and social channels

✓ My Royal Borough website and social channels, created in 2020 to support the local community, working together to help local businesses bounce back stronger than ever before





# Visit Windsor Annual Partnership

Visit Windsor is the official tourism department of the Royal Borough of Windsor and Maidenhead. There are four tiers of partnership available, each level giving access to more and more promotional benefits. Partnership is renewed annually and runs from 1 April to 31 March; become a member part way through the year and we'll work out a pro rata partnership rate for you. For full details please request a copy of our latest Partnership brochure. Core Partnership benefits include:

## Online presence

A dedicated product page for your business on [Windsor.gov.uk](http://Windsor.gov.uk), the official destination website for the Royal Borough of Windsor and Maidenhead with over 1 million users a year. The higher the level of partnership you take, the more features, bells and whistles on your page.

## Social media

An opportunity to contribute content for the Visit Windsor social media channels and be involved in promotions and competitions.

## E-communications

250,000 emails are sent per year to visitors, residents and MICE buyers. Visit Windsor partners have opportunities to feature in both consumer and business e-newsletters.



Don't want to commit to a membership? Read on for some 'quick-win' options...

# Seasonal product packages (£175 plus VAT)

We appreciate that there may be certain times of the year when your business or event needs more prominence and your message needs to be heard.

If you just want web promotion for a few months\* rather than a whole year's membership of the Visit Windsor partnership, we can offer a 3-month package to include:

- a header image on a key sub-page of windsor.gov.uk
- a navigation link placement on the site's mega navigation

\*Contact us for prices for shorter or longer time frames.

The screenshot displays the Windsor & Maidenhead website interface. At the top left is the logo for the Royal Borough of Windsor & Maidenhead, with the URL www.windsor.gov.uk. To the right are links for 'eNewsletter Sign-Up', 'My Planner' (with a heart icon and '0'), and social media icons for Facebook, Instagram, and Twitter. A search bar labeled 'Search Site' is also present. Below the header is a mega navigation menu with categories: Things to Do, What's On, Accommodation, Food & Drink, Shopping, Ideas & Inspiration, Explore, Visitor Information, and Conference. The main content area features a large, high-quality photograph of a dining table with plates of mussels, fries, and glasses of wine. A hand is visible on the left side of the frame. Below the image is the text 'Côte Brasserie Windsor' and a breadcrumb trail: 'You are here: Home > Food & Drink'. At the bottom of the page, there are five search filters: 'Accommodation Search', 'Things to Do Search', 'What's On Search', 'Food & Drink Search', and 'Shopping Search'. Below these filters is a search bar with fields for 'Type: -- Any --', 'Area: -- Any --', and 'Keyword:'. A 'Search' button with a right-pointing arrow is located to the right of the search bar.

Join in  and share #VisitWindsorUK





# Banner advertising: website (£195 - £295 plus VAT)

Take a web banner and get a direct link to your website from a page of your choosing on windsor.gov.uk. Banners are available for 3 months or more to fit your promotional requirements. We'll track your stats and let you know how many people have clicked on your ad.



- Home page banners 300px x 300px £295 plus VAT for three months
- Sub-page banner 300px x 300px £195 plus VAT for three months

## Highlights



Côte Brasserie Windsor

Enjoy a meal at Côte Brasserie, Eton, just across the Thames from Windsor and with beautiful...



The Savill Garden Kitchen

Inside The Savill Garden Visitor Centre you'll find The Savill Garden Kitchen, a restaurant run by...



wagamama

nourish the mind and senses. wagamama is here to serve you fresh dishes made with fresh ingredients...

# Banner advertising: consumer e-newsletter (£225 - £425 plus VAT)

## Art in the Garden

Discover over 65 inspirational sculptures – inspired by the natural world – as you explore the beautiful Savill Garden this autumn. There's something for everyone at Art in the Garden.

Discover more



## World Rivers Day

The Thames is the river we'll be celebrating on World Rivers Day, 26 September. Visit us



## Festival fever

We've got more to the festival heading than meets the eye. Discover a retro 80s festival

We grow our consumer database through marketing campaigns, event ticket sales and website/over-the-counter sign ups and send our Visit Windsor and Maidenhead's destination e-newsletter six times per year.

In 2021 our average open rate of newsletters was 45% and average click rate was 6.3%

Purchase a banner space in an e-newsletter for £225 plus VAT.

Alternatively why not consider sending a bespoke 'solus' e-newsletter to our database for £425 plus VAT? Just provide the copy and imagery and we will do the rest for you!

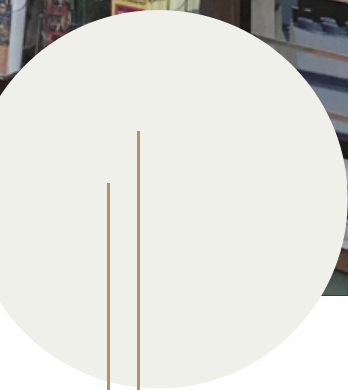




# Display wall, Windsor Royal Station

Advertise your business on the display wall in the Old Booking Hall, Windsor Royal Station (next to Cinnamon Café).

Take advantage of the footfall from the Windsor and Eton Central Station and the Coach Park.



	Graphic production	Weekly rate	Monthly rate	6 monthly rate	Annual rate
Seasonal display panel - left	£150	£35	£120	£650	£1295
Seasonal display panel - right	£150	£35	£120	£650	£1295
Large panel on display wall	£65			£750	£1395
Small panel on display wall	£65			£550	£995

# Digital screens, Windsor town centre

30-second adverts played across nine digital screens for a minimum of six hours per day all year round.

Six screens are located within the Old Booking Hall, Windsor Royal Station and a further three screens are in our new Visitor Information Centre at The Windsor Guildhall.

	Weekly rate	Monthly rate	6 monthly rate	Annual rate
Small to medium business/organisation (up to 249 employees)	£37	£150	£850	£1495
Large business/organisation (250 or more employees)	£62	£250	£1625	£2995







# Advantage Card promotional opportunities (free - £220 plus VAT)

The Royal Borough resident loyalty card is issued to 80% of local residents (around 168,000 people) giving them discounts and special offers for events, attractions and local services. Advertising with the Advantage Card is an ideal way to reach the resident market.

A monthly e-news to cardholders promotes special offers, events and competitions.

Get a free 30-word website listing when you become a co-promoter by offering an Advantage Card discount.

Then for just £85, feature in the Advantage email newsletter which is emailed to 15,000 local residents (open rate 48%). You can also buy a competition space for £180 plus VAT or book a solus e-news for £220 plus VAT.

For more information, please contact Kath Harlow on [kathryn.harlow@rbwm.gov.uk](mailto:kathryn.harlow@rbwm.gov.uk) or telephone: 07851 506435.



# My Royal Borough channels

At My Royal Borough, we're instilling pride in our borough and helping our community rediscover what they love about their towns. We help residents and visitors shop local and aim to reinvigorate our high streets and visitor economy.

Whether it's an interview, a feature on our website or bespoke social media posts and targeted stories, we anchor Visit Windsor's messaging, expanding our reach and increasing our engagement.

Webpage: [www.myroyalborough.com](http://www.myroyalborough.com)

Facebook: [@myroyalborough](https://www.facebook.com/myroyalborough)

Instagram: [@myroyalborough](https://www.instagram.com/myroyalborough)

Twitter: [@myroyalborough](https://twitter.com/myroyalborough)

