



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:

- VisitWindsor's tourism website windsor.gov.uk/maidenhead.gov.uk and VisitWindsor'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.





VisitWindsor Annual Partnership

VisitWindsor 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, 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 VisitWindsor 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.

VisitWindsor 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 (£185 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 VisitWindsor 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, the logo for the Royal Borough of Windsor & Maidenhead is visible, along with a search bar and social media icons. The main navigation menu includes categories like 'Things to Do', 'What's On', 'Accommodation', 'Food & Drink', 'Shopping', 'Ideas & Inspiration', 'Explore', 'Visitor Information', and 'Conference'. The central content area features a large, high-quality photograph of a dining table with various dishes, including mussels, fries, and bread. Below the image, the text 'Côte Brasserie Windsor' is displayed. A breadcrumb trail indicates the user's location: 'You are here: Home > Food & Drink'. At the bottom, there are several search filters for 'Accommodation Search', 'Things to Do Search', 'What's On Search', 'Food & Drink Search', and 'Shopping Search'. A search bar with a dropdown menu for 'Type' (set to 'Any'), a dropdown for 'Area' (set to 'Any'), and a 'Keyword' input field is also present, along with a 'Search' button.

Join in and share #VisitWindsorUK





Banner advertising: website (£210 - £315 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 £315 plus VAT for three months
- Sub-page banner 300px x 300px £210 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 (£235 - £455 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 VisitWindsor and Maidenhead's destination e-newsletter six times per year.

In 2022 our average open rate of newsletters was 64% and average click rate was 6.7%.

Purchase a banner space in an e-newsletter for £235 plus VAT.

Alternatively why not consider sending a bespoke 'solus' e-newsletter to our database for £455 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	£160	£37	£130	£700	£1385
Seasonal display panel - right	£160	£37	£130	£700	£1385
Large panel on display wall	£70			£800	£1490
Small panel on display wall	£70			£590	£1060

Digital screens, Windsor town centre

30-second adverts played across eight 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 two screens are in the 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)	£40	£160	£910	£1600
Large business/organisation (250 or more employees)	£65	£260	£1560	£2600





Advantage Card promotional opportunities (free - £235 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 £95, feature in the Advantage email newsletter which is emailed to 20,000 local residents (open rate 51%). You can also buy a competition space for £195 plus VAT or book a solus e-news for £235 plus VAT.

For more information, please contact Kath Harlow on 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 VisitWindsor's messaging, expanding our reach and increasing our engagement.

Webpage: www.myroyalborough.com

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

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

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

