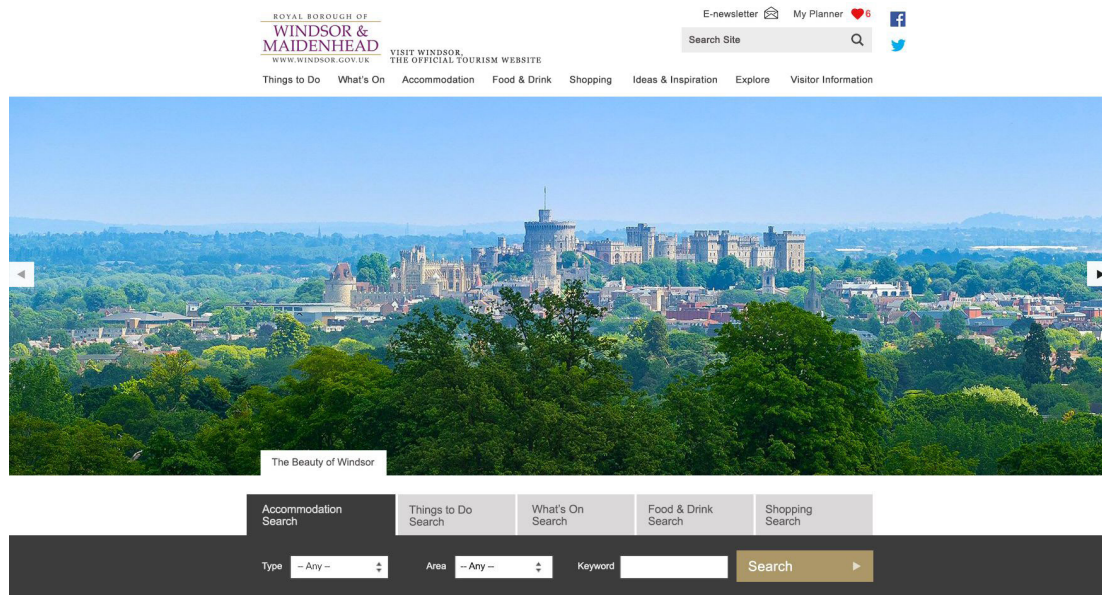


Royal Borough of Windsor & Maidenhead

Digital Rate Card



Inspiration



Promote your business to thousands of potential new customers!

Windsor.gov.uk is the official tourism website for the Royal Borough of Windsor and Maidenhead and the most trusted and comprehensive source of information for visitors to the local area.

- A newly-designed site for 2018 focussing on the destination's huge tourism potential
- 1 million users a year
- Number One Google rankings for 'Windsor' searches – website content is regularly updated and refreshed
- Polling functionality to allow visitors to search for accommodation and make price comparisons with ease
- A responsive website for viewing on phones and tablets
- A range of ways to promote your business – from annual packages to seasonal promotions
- Promotional opportunities for all sizes of accommodation providers
- A loyal following on social media – work with us and we'll work with you to promote your business
- Our new Premium Destination Partnership with TripAdvisor allows us to upload and control official destination content and imagery, promote the new website and the businesses we work with.

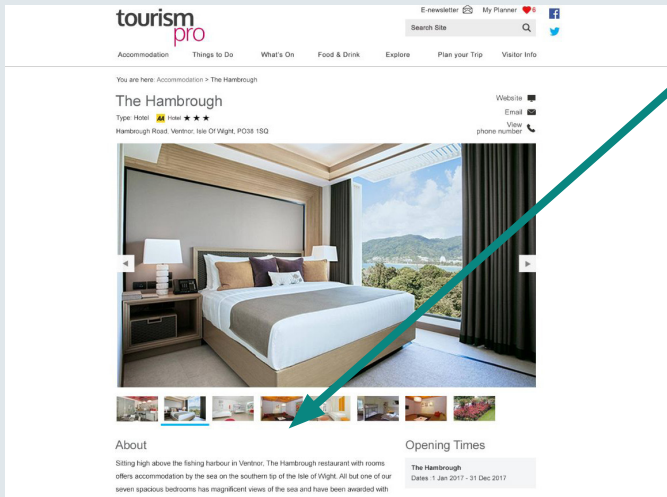
windsor.gov.uk

Annual product packages

Your own dedicated product page is the basis of your promotion on windsor.gov.uk – interesting copy and fresh imagery will get your business noticed on windsor.gov.uk.

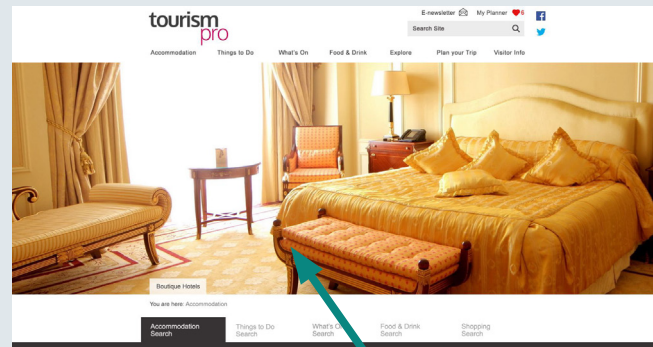
Three annual packages are available and each level gives greater prominence, more features and exposure to the site audience and therefore higher expected page views.

Product Page



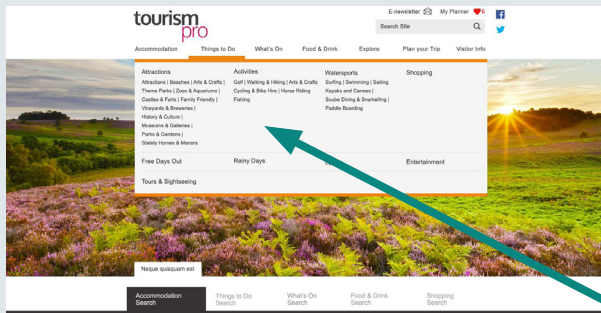
A detailed listing of your business

Page Header **



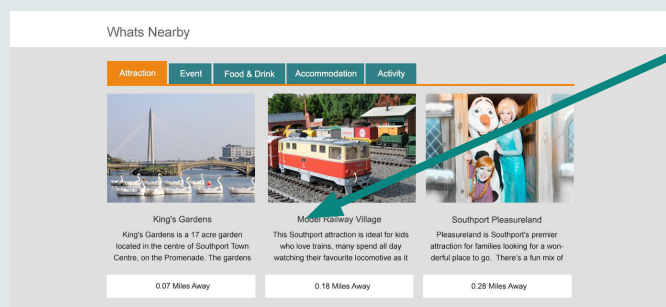
Your business on our page headers

Navigation Link **



A direct link to your web page from the main navigation

What's Nearby*



Your business prioritised in the What's Nearby Carousel which appears on other provider pages

Available in
 *Enhanced and
 **Enhanced+ only.
 Premium positions are subject to availability.

Please note: the new Windsor.gov.uk is currently under construction so these generic images are for illustrative purposes only.

Annual product packages

Detailed

Description, 5 images, contact details, web/email, location map/directions, ratings/awards, integrated TripAdvisor ratings/reviews, social media feeds (Twitter and Facebook), prices, facilities, online booking (subject to your availability being provided via specific booking channels), accessibility, special offers.

**£250 to
£495 plus
VAT**

Enhanced

As Detailed, plus 10 images, video, inclusion on 'What's Nearby' carousel on provider records that fall within a nearby radius, higher returns on web search results.

**£350 to
£650 plus
VAT**

Enhanced +

As Enhanced, plus most prominent inclusion on 'What's Nearby' carousel, highest returns on web search results, header image on landing page, link to your product page within the Accommodation drop-down mega navigation.

**£450 to
£795 plus
VAT**

Seasonal product packages

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

If you are looking to feature on the site for a few months rather than a whole year we can offer a 3-month package to include a header image on a key sub page and a navigation link placement.

£399 plus VAT

Banner ads

Take a banner ad and get a direct link to your website from a page of your choosing on windsor.gov.uk.

- Banners are available to buy for 3 months or more to fit your promotional requirements.
- We'll track your statistics and let you know how many people have clicked on your ad.

Front page banner 300px x 300px
£250 plus VAT for three months

Sub page banner 300px x 300px
£150 plus VAT for three months

Enewsletters

We currently have a customer database of 35,000 and we continue to grow this through marketing campaigns, event ticket sales and website/over-the-counter sign ups.

Visit Windsor and Maidenhead's destination newsletter is sent 6 times per year with an average open rate of 32%.

One banner space is available to purchase in each newsletter at a cost of **£250 plus VAT**.

Alternatively why not consider sending a bespoke 'solus' newsletter to our database for **£495 plus VAT**? Just provide the copy and imagery and we will do the rest for you!

WEBSITE RATE CARD 2018

BOOKINGS CONTACT:

Charlotte Stewart, Web Marketing Executive, RBWM

Tel: 01753 743920, email: charlotte.stewart@rbwm.gov.uk

or return your booking form by post to Station Master's House,

Unit 50, Jubilee Arch, Windsor Royal Shopping, Thames Street, Windsor SL4 1PJ

BOOKING FORM

Name of organisation (The Customer)

Contact Name:

Job Title:

Address:

Postcode:

Telephone:

Email:

Website:.

I wish to book the following package:

ANNUAL PRODUCT PACKAGE

Hotels (20 rooms or more)		
Detailed	£495	<input type="checkbox"/>
Enhanced	£650	<input type="checkbox"/>
Enhanced+	£795	<input type="checkbox"/>
Guest accommodation (under 20 rooms)		
Detailed	£250	<input type="checkbox"/>
Enhanced	£395	<input type="checkbox"/>
Enhanced+	£495	<input type="checkbox"/>
Self catering (under 10 units)		
Detailed	£250	<input type="checkbox"/>
Enhanced	£350	<input type="checkbox"/>
Enhanced+	£450	<input type="checkbox"/>
Self catering (10 units or more)		
Detailed	£395	<input type="checkbox"/>
Enhanced	£495	<input type="checkbox"/>
Enhanced+	£695	<input type="checkbox"/>

SEASONAL PRODUCT PACKAGE

3 months £399

BANNER ADVERTISEMENT

Front page (3 months) £250

Sub page (3 months) £150

VISIT WINDSOR AND MAIDENHEAD ENEWSLETTER

Banner ad £250

Solus enewsletter £495

TOTAL TO PAY ON RECEIPT OF INVOICE £

PURCHASE ORDER NO.

By signing this order form you are that you are entering into a legally binding contract with the Royal Borough of Windsor and Maidenhead and you have read and agreed to be bound by the terms contained in the attached Website Advertising General Terms and Conditions.

AUTHORISED SIGNATORY:

DATE:

PRINT NAME:

Official Website Advertising

General Terms & Conditions

www.rbwm.gov.uk



1. DEFINITIONS

1.1 For the purpose of this contract the following words shall have the following meanings:

Booking Form: The section of this contract which identifies the advertising options selected by the Customer and acknowledges that this transaction between the Customer and the Supplier constitutes a legally binding contract.

Customer: the company, organisation or other party identified on the Booking Form.

Material: All copyright materials provided by the Customer to the Supplier in connection with the Order and all updates, amendments, additions and revisions to them and any works, designs, or inventions incorporated or referred to in them for any purpose relation to the Order.

Order: The advertising option indicated on the Booking Form by the Customer.

Advertising Options: The section of this contract which provides detailed descriptions of options ordered by the Customer.

Supplier: The Royal Borough of Windsor & Maidenhead whose head office is The Town Hall, St Ives Road, Maidenhead, Berkshire, SL6 1RF.

2. COPYRIGHT: LICENCE

2.1 The Customer grants to the Supplier, with immediate effect, a none exclusive, royalty-free licence to copy and make full use of any Material prepared and/or supplied by or on behalf of the Customer for any purpose relating to the Order.

2.2 This licence carries the right to grant sub-licences for any purpose relating to the Order.

3. COPYRIGHT: WARRANTY OF AUTHORITY

3.1 The Customer warrants that:

3.1.1 it is the sole legal and beneficial owner of, and owns all the rights and interests in, the copyright in all of the Material; and

3.1.2 in respect of any Material whose copyright is vested in third parties, it is authorised by such parties to grant the licence set out in clause 2 above.

3.2 The Customer shall notify the Supplier of any Material in respect of which it is not so authorised and shall exercise all reasonable endeavours to obtain such authorisation as soon as reasonably practicable.

4. COPYRIGHT: WAIVER OF MORAL RIGHTS

4.1 The Customer unconditionally and irrevocably waives, in respect of the Material, all moral rights to which the Customer may now or at any future time be entitled under the Copyright, Designs and Patents Act 1988 (CDPA 1988) [as amended from time to time]. This waiver is made in favour of the Supplier and shall extend to its sub-licensees.

5. COPYRIGHT: LIABILITIES TO THIRD PARTIES

5.1 The Customer undertakes to the Supplier that it shall, at its own cost:

5.1.2 obtain a written waiver of all moral rights that any of its employees, agents or consultants (or any other third party) may have under the CDPA 1988 in relation to any Material: and

5.1.3 indemnify the Supplier against all liabilities, costs, expenses, damages or losses (including any direct or indirect consequential losses, loss of profit, loss of reputation and all interest, penalties and legal and other professional costs and expenses) suffered or incurred by the Supplier arising out of or in connection with the Supplier's use of the Material and/or its exercise of its rights granted under clause 2 above.

6. WARRANTY OF ACCURACY

6.1 The Customer warrants that the information contained in the Material is true and accurate and if published will not constitute an offence under the Trades Description Act 1968 and 1972 (as amended from time to time), or any other statute, nor shall they infringe the British Code of Advertising Practice.

7. DELIVERY AND USE OF THE MATERIAL

7.1 If the Material is in respect of an advert:

7.1.1 it must be provided as:

7.1.1.1 finished artwork as detailed in the technical specification provided by the Supplier or where the Supplier is providing a design service the Customer must provide typed copy, colour images and logos of a high resolution.

7.1.1.2 Banner adverts – as detailed in the technical specification provided by the Supplier or where the Supplier is providing a design service the Customer must provide typed copy, colour images and logos of a high resolution.

7.1.2 The Supplier cannot be held responsible for the final quality and standard if images and artwork are supplied at less than 300dpi.

7.1.3 If images and artwork are supplied electronically, the Customer must ensure that they have retained the original electronic file.

7.1.4 Any photographic image supplied to the Supplier without clear instructions for masking and/or cropping will be handled at the sole discretion of the Supplier.

7.1.5 The Customer must have the written consent of the parent or guardian of any child which features in pictures contained in the Material.

7.1.6 If the Supplier provides proofs and the Customer fails to confirm approval, or notify amendments, by the deadline indicated the Supplier may, at its sole discretion, proceed to print without further reference to the Customer.

7.1.7 The Supplier will not accept responsibility for any error or faulty reproduction which results from the failure of the Customer, or his agent, to make corrections to proofs provided by the Supplier.

7.2 The Supplier reserves the right to reject without explanation the whole or any part of the Material or to limit the size or amend the Material at its sole discretion should the Supplier deem it necessary.

7.3 The position of the Material will be at the sole discretion of the Supplier.

8. LIMITATION OF LIABILITY

8.1 The Supplier shall accept no liability for any error or omission from the Material when published, nor shall the Supplier be liable for any costs, expenses, damages or losses (including any direct or indirect consequential losses, loss of profit, loss of reputation and all interest, penalties and legal and other professional costs and expenses) suffered or incurred by the Customer howsoever caused.

8.2 In any event, the Supplier's liability is limited to the refund of the charge paid by the Customer for the relevant part of the Order.

8.3 Neither the Supplier nor any of the Supplier's sub-contractors shall accept any liability for any loss or damage to the Material or other property owned by the Customer or otherwise used by the Customer in respect of the Order.

9. VARIATIONS

9.1 The Supplier may vary the options at its sole discretion.

9.2 The Supplier may vary any of the specific or general terms and conditions at any time without prior notice.

10. PRICE VARIATIONS

10.1 Additional charges may apply if:

10.1.1 the Material requires any special layout.

10.1.2 the Customer requests any author's corrections.

11. CANCELLATIONS

11.1 Notification of cancellation of an Order must be provided to the Supplier in writing.

11.2 No refund will be given for cancellations after start date stated on receipt of Order.

11.3 A cancellation charge of up to 50% of the value of the Order will apply for cancellations notified before start date stated on receipt of Order.

11.4 Cancellation charges will apply even if the product is subsequently resold by the Supplier.

11.5 In the event of cancellation by the Supplier a full refund will be provided except that no refund will be made in the case of cancellation due to force majeure, including extreme weather.

12. AGENCY COMMISSION

12.1 Agency commission is not paid.

13. LAW

13.1 These conditions and all other express and implied terms of the contract shall be governed and construed in accordance with the laws of England and Wales.