

Bath at Christmas

Campaign partner (one available)

Partner members: £4,800 + vat

Gold, Silver, Bronze members: £5,000 + vat

Non-members: £6,250 + vat

Advert type	Placement / Stats	Requirements
Media event	Opportunity to present in front of media and members at the campaign event. As campaign partner you will receive a five-minute slot with a maximum of five slides to include in our presentation	We will require slides at least one week prior to the media event to review and incorporate into our presentation
One Solus E-Newsletter	Database of 37,000+ subscribers. Average open rate ~ 59%	Unique copy will need to be provided by the advertiser. This consists of short articles with supporting images. Links will also be required
One Web Banner Advert	Presence on campaign landing page with a click through to own website. Christmas campaign landing pages (1 Nov-31 Dec 2025 page views: 137,415)	Artwork required (1220 wide x 380 high px) with URL
Social Posts • One Instagram Grid Post • One Facebook Post • Four Instagram Stories	61,000+ Facebook followers 16,000+ Instagram followers Average social media reach 730,000+ per month	Copy and imagery will need to be supplied at the start of the campaign, per post. Reels, videos and stills are all acceptable for IG stories
Press Release	Publishing of businesses press release on Visit West news pages	Business/Event specific Press Release provided by advertiser
Inclusion in Press Release	Included within Visit Bath's seasonal press release	Media team will ensure business is included
Inclusion in Roundup Blog Post	Promoted across Visit Bath's social channels and enews	Our marketing team will ensure businesses are included within relevant blog posts

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Gold package (three available)

Partner members: £2,000 + vat

Gold, Silver, Bronze members: £2,200 + vat

Non-members: £2,750 + vat

Advert type	Placement / Stats	Requirements
Media event	Inclusion in our presentation to media and members at the campaign event	A relatable Christmas product/service in order to upsell to attendees. Please confirm details upon booking.
One Top Row Featured Advert	Presence on campaign landing page with a click through to own website. Christmas campaign landing pages (1 Nov-31 Dec 2025 page views: 137,415)	Confirmation of which listing to activate into advert
Social Posts: - One Facebook Post - Three Instagram Stories	61,000+ Facebook followers 16,000+ Instagram followers Average social media reach 730,000+ per month	Copy and imagery will need to be supplied at the start of the campaign, per post. Reels, videos and stills are all acceptable for IG stories
One Visit Bath E-Newsletter Featured Advert	Database of 37,000+ subscribers. Average open rate ~ 59%	One high resolution landscape image (325 wide x 203 high px) with URL and up to 30 words
Inclusion in Campaign Related Blogs	Priority inclusion within campaign related blogs	Our marketing team will ensure businesses are included within relevant blog posts



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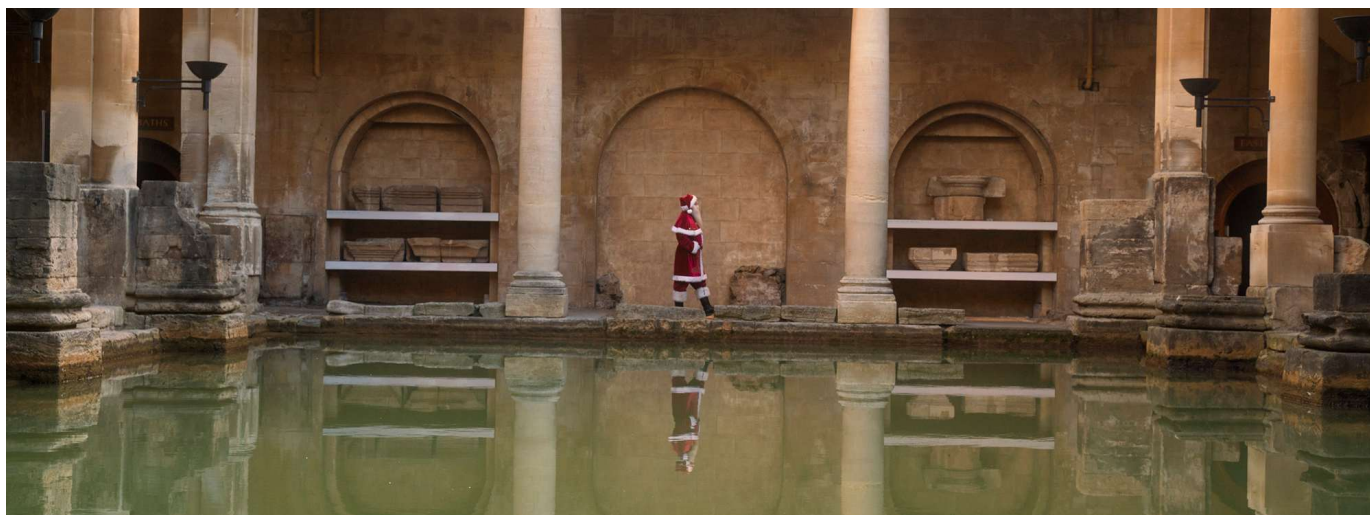
Silver package (four available)

Partner members: £1,200 + vat

Gold, Silver, Bronze members: £1,400 + vat

Non-members: £1,800 + vat

Advert type	Placement / Stats	Requirements
One Featured Advert	Presence on campaign landing page with a click through to own website. Christmas campaign landing pages (1 Nov-31 Dec 2025 page views: 137,415)	Confirmation of which listing to activate into advert
One Featured Advert	On a landing page allocated to reflect your business, i.e. a restaurant on the food & drink page	Confirmation of which listing to activate into advert
Social Posts: Three Instagram Stories	16,000+ Instagram followers Average Instagram reach 320,000+ per month	Copy and imagery will need to be supplied at the start of the campaign, per post. Reels, videos and stills are all acceptable for IG stories
One Visit Bath E-Newsletter Featured Advert	Database of 37,000+ subscribers. Average open rate ~ 59%	One high resolution landscape image (325 wide x 203 high px) with URL and up to 30 words
Inclusion in Round up Blog Post	Promoted through campaign landing page, e-newsletter and relevant landing pages	Our marketing team will ensure businesses are included within relevant blog posts



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Bronze package (eight available)

Partner members: £400 + vat

Gold, Silver, Bronze members: £600 + vat

Non-members: £800 + vat

Advert type	Placement / Stats	Requirements
Social Posts: One Instagram Stories post	16,000+ Instagram followers Average Instagram reach 320,000+ per month	Copy and imagery will need to be supplied at the start of the campaign, per post. Reels, videos and stills are all acceptable for IG stories
One Visit Bath E-Newsletter Banner Advert	Database of 37,000+ subscribers. Average open rate ~ 59%	Artwork ready required (325 wide x 203 high px) including URL. Please note: a strong CTA and minimal text is advisable
Inclusion in Round up Blog Post	Promoted through campaign landing page, e-newsletter and relevant landing pages	Our marketing team will ensure businesses are included within relevant blog posts

