

ENGLISH RIVIERA ADVERTISING OPPORTUNITIES 2024

NEW

The English Riviera BID (ERBID) Company is the official Destination Marketing organisation for the English Riviera, representing over 1,000 tourism and hospitality businesses.

Funded by the ERBID levy, voluntary contributions, and sponsorship, we lead on the official advertising of the English Riviera. We manage and promote the official visitor website which attracts over one million users every year and we have grown an audience of over 68,000 followers on social media. We also manage the award-winning English Riviera Visitor Information Service.

For 2024 we are pleased to offer many additional premium advertising opportunities for BID levy-payers, BID voluntary contributors and strategic partners. All advertising options include a direct link to your own business.

ONLINE ADVERTISING

www.englishriviera.co.uk

With the number one top search term on Google, all BID levy-payers and BID voluntary contributors automatically have a standard web page on the official English Riviera website, with the ability to edit your own page.

If you would like more exposure, you can invest in any of the following website advertising options to raise your profile and drive more direct traffic to your own business.

OPTION 1 HERO IMAGE – new for 2024

Be the first thing a user sees - position your business as the main image on a key category page. The captioned image will link to your chosen URL. Top-performing pages: Stay, Things to Do, Food & Drink, and town pages.

3 months	6 months
£250 pm	£200 pm



HERO IMAGE

OPTION 2 FEATURE BOX – new for 2024

An exclusive feature box on the web page of your choice. Featured boxes appear below the hero image and include an image, text and link to your chosen URL.

3 months	6 months
£150 pm	£125 pm

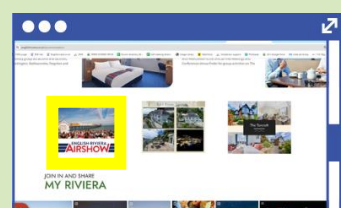


FEATURE BOX

OPTION 3 SQUARE BANNER

An exclusive square banner on the web page of your choice. Square banners appear halfway down the page on desktop. Great for viewing on a mobile where they take up a large proportion of the screen.

3 months	6 months
£85 pm	£65 pm



SQUARE BANNER

ONLINE ADVERTISING continued

OPTION 4 YOUR COMPETITION – new for 2024

Want your competition or giveaway to reach a bigger audience? Promote them on the new English Riviera Competitions page.

Per competition

£100

OPTION 5 SPONSOR THE NEWSLETTER – new for 2024

Be the exclusive sponsor of the monthly English Riviera consumer e-newsletter, with over 30,000 subscribers.

One month

£300

OPTION 6 TAKE OVER THE NEWSLETTER – new for 2024

Promote your business in an exclusive English Riviera e-newsletter targeting over 30,000 subscribers.

One solus newsletter

£1,000

SOCIAL MEDIA ADVERTISING

OPTION 7 SOCIAL MEDIA POST BUNDLE – new for 2024

Promote your business to our 68,000 social media followers with a dedicated post bundle across Facebook, Instagram and TikTok.

Per post

£250



click or scan
for more info

VISITOR INFORMATION SERVICE ADVERTISING

OPTION 8

OUTDOOR 'A' BOARD

Display your A1 poster on a free-standing 'A' board outside the main window of the Visitor Information Centre on Torquay harbourside.

1 month	3 months	6 months
£60	£150	£235

OPTION 9

A4 WINDOW POSTER

Display your A4 poster in the front window of the Visitor Information Centre on Torquay harbourside.

1 month	3 months	6 months
£38	£100	£190

OPTION 10 A4 ON SCREEN VIDEO ADVERT – new for 2024

Your video on loop on-screen in the side window of the Visitor Information Centre on Torquay harbourside.

1 month
£60

OPTION 11 OUTDOOR A1 POSTER SITE

Your A1 poster in one of the official English Riviera outdoor poster boxes, situated in areas of high footfall across the resort. Prices from:

1 month	3 months	6 months	12 months
£60	£140	£260	£475

OPTION 12 LAMP POST BANNERS

Promote your business on lamp post street banners co-managed by ERBID and Fernbank Advertising. Banner points are situated in areas of high traffic across the resort including: Riviera Way, Babbacombe Model Village Car Park, Torquay Seafront, Paignton Marine Drive, Brixham New Road and Brixham Central Car Park.

2 weeks
From £160



click or scan
for more info

VISITOR DIRECTORIES ADVERTISING

OPTION 13 VISITOR DIRECTORIES ADVERTISING – new for 2024

These popular compact directories are being re-produced in both a printed and digital format, ahead of the main 2024 season. They present a new range of advertising opportunities:

SELF-CATERING DIRECTORY new!

Inside full page	Back cover
£150	£300

THINGS TO DO DIRECTORY

Inside full page	Back cover
£150	£300

FOOD & DRINK DIRECTORY

Inside full page	Back cover
£150	£300

OPTION 14 ENGLISH RIVIERA MAP ADVERTISING

Your advert (140 x 148mm) will be one of 12 printed on the reverse of the A2 English Riviera Map. Over 15,000 maps were distributed to visitors and businesses during 2023.

One advert
£200

BOOK NOW!

enquiries@englishriviera.co.uk
01803 211211



click or scan
for more info

ERBID ADVERTISING TERMS & CONDITIONS 2024

- All advertising options described in this rate card are subject to availability and only available from January 1st – December 31st 2024.
- All payments for additional advertising must be made on time and within 30 days of being invoiced by the ERBID. Late payments will result in advertising being removed.
- All quoted prices will be subject to VAT.
- Any advert or competition advertised is solely the responsibility of the business booking the advertising in terms of their own Terms and Conditions, and not the ERBID Company.
- All content (visual and copy) is the responsibility of the business booking the advertising.
- The business booking the advertising is responsible for design costs and content needs to be supplied in the format requested.
- The ERBID Company retain the right to refuse any advert content if for any reason it is considered that it may damage the reputation of the English Riviera brand.