

## Marketing Opportunities for Members

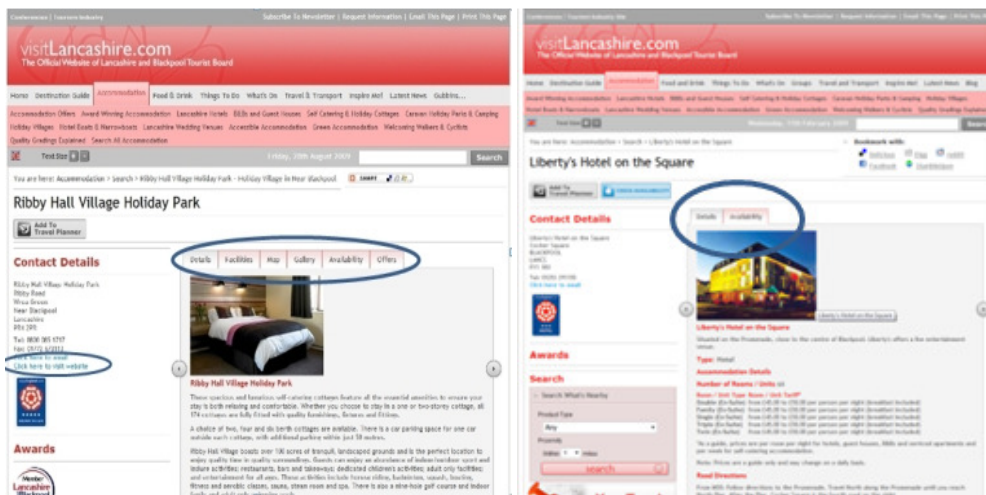
Your membership currently includes the **Silver Marketing Package** as standard within your membership fee this includes;

- Enhanced listings within the [visitlancashire.com](http://visitlancashire.com) website, to include additional pages which include; a hyperlink directly to your own website, product facilities, an interactive map, gallery which can show up to 6 images and be used to host video along with a special offers page (see below for details).

**\*\*\*\* Remember only members receive a hyperlink to their own website\*\*\*\***

Members enhanced listing

Non-members basic listing



**All results returned on searches on [visitlancashire.com](http://visitlancashire.com) will prioritise members**

- **Free** display on your listing of special offers tied to seasonal dates, e.g. Winter Sale, Valentines promotion, Spring Savers etc (dates to be selected by LBTB, notice of upcoming dates and offers collected via the members' monthly newsletter).
- 20% discount on advertising rates within any of our publications
- 20% discount on campaign package rates.
- **Free** opportunity to include a competition within [visitlancashire.com](http://visitlancashire.com) or one of our promotional campaigns.
- £50 discount on banner advertising
- 20% discount on e newsletter advertising
- Priority given to members when the Tourist Board organises press trips, overseas campaigns and familiarization trips.

***A package value in excess of £1400!***

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Please contact; Zoe Viney, Membership Executive, Tel: 01252 226612. E mail [zviney@lbtbltd.com](mailto:zviney@lbtbltd.com)

**2009/2010**

## Lancashire Themed Campaigns

**Themed campaigns use offline & online marketing and have a duration of three months or more, other activities take part throughout the year and members will be contact when they arise via the members' monthly e-newsletter.**

| <b>Campaign</b>  | <b>2009</b>           | <b>2010</b>    | <b>Cost</b>               |
|--|-----------------------|----------------|---------------------------|
| <b>Family Fun</b><br>A six month marketing campaign will be undertaken to promote short breaks and visits to Lancashire and Blackpool. It will have a strong Family Fun/Best Value theme and will include an accommodation brochure, newspaper & magazine supplements & e marketing activity | Now closed            |                | Now closed                |
| <b>Coastal Contrasts</b><br>A campaign included within the Lancashire Short Breaks products  | September to November |                |                           |
| <b>Heritage Revealed</b><br>A short introductory campaign in September to promote heritage open days followed by a five month campaign in 2010 with the theme being Lancashire's heritage, cultural and historical attractions.  | September             | January - July | Packages from £100 - £950 |
| <b>Night Time Buzz</b><br>Will include the 'cultural' night time offerings across the region.  | September to December |                | Packages from £125        |

**\*Members receive a 20% discount on campaign rates**

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**2009/2010**

**Lancashire & Blackpool Tourist Board  
Publications**

|  | <b>Publication Date</b>           | <b>Cost</b>                 |
|--|-----------------------------------|-----------------------------|
| <p><b>Countryside Collection</b><br/>Fold out leaflet featuring a selection of Lancashire rural attractions. 70,000 copies produced annually and wall chart versions available on request.</p> <p>Distributed through Tourist Information Centres, exhibitions and events and to fulfil requests from <a href="http://visitlancashire.com">visitlancashire.com</a></p>   | Annually produced<br>October 2010 | Advertising<br>from<br>£200 |
| <p><b>Lancashire Mini Guide</b><br/>Gives an overview of what the region has to offer and is designed to encourage people to take a short break in Lancashire and Blackpool.</p> <p>Distributed through Tourist Information Centres, exhibitions and events and to fulfil requests from <a href="http://visitlancashire.com">visitlancashire.com</a></p>   | January 2010                      | Advertising<br>from<br>£135 |
| <p><b>Groups Guide</b><br/>A bi-annual printed guide is required for LBTB mainly for distribution at Exhibitions and Events throughout 2009/10 and a focused mailing to the Travel Trade. This is to be a Travel Trade Group Guide to the sub-region designed to encourage groups to visit Lancashire and Blackpool.</p> <p>Distributed through exhibitions and event and to fulfil requests from <a href="http://visitlancashire.com">visitlancashire.com</a></p> | Next guide 2011                   | Advertising<br>from<br>£85  |
| <p><b>Short Breaks Guide</b><br/>The guide is aimed at people who wish to book Lancashire accommodation from 1 night through to extended holidays of a week or more.</p> <p>Distributed through Tourist Information Centres, exhibitions and events and to fulfil requests from <a href="http://visitlancashire.com">visitlancashire.com</a></p>   | September 2009                    | Advertising<br>from<br>£70  |

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2009/2010

**E Marketing**  
**visitlancashire.com**

Lancashire's consumer website has over 50,000 unique users every month; the launch of the new website in early 2009 has provided you with more opportunities to promote your product. All products promoted within the site have received accreditation; visitbritain, AA, VACQAS, code of conduct, Taste Lancashire etc.

|   | <b>Non Members</b>                                     | <b>Members</b> |
|---|--|----------------|
| <b>Banner advertisement</b><br>This is an advertisement designed to promote your business, Hyperlinked to your own website. The banner advertisement is available on the following sections:- <ul style="list-style-type: none"><li>• Accommodation</li><li>• Food and Drink</li><li>• Things To Do</li><li>• What's On</li><li>• Travel and Transport</li><li>• Inspire Me</li></ul> Please note when more than one advertiser has a banner space the advertisement will alternate each time you visit the page. | Cost per month<br><br>£150                             | £100           |
| <b>E Newsletter</b><br>Each month we send out a newsletter to our database of over 25,000 consumers. Your advertisement will be included within the relevant theme with a hyperlink to your business on VisitLancashire.com   | Cost per entry<br><br>£65                              | £54            |
| <b>Special Offers</b><br>Each month we will host a discount promotion within the Special offers section, e.g. Winter Sale, Valentines Specials Spring Savers etc. Your product will receive an advertisement within this section plus an e blast promotion to our consumer database.  | Per Promotion<br><br>£50                               | FREE           |
| <b>Competitions</b><br>Competitions should be exclusive to visitlancashire.com. Competitions will be promoted within the monthly e newsletter and on the home page. Selection of a competition is subject to editorial discretion.  | Per Competition<br><br>£50                             | FREE           |
| <b>Campaign Pages</b><br>Our themed campaigns are promoted through the Inspire me section within the visitlancashire.com website<br>Offline activity will direct traffic to these pages.<br>Thematic campaigns will also be promoted on the home page.<br>Any business that buys into the print campaign will be included on an additional campaign page on the website.  | Cost included within the campaign participation levels |                |
| <b>Editors Picks</b><br>These are highlights on the Home page designed for consumer interest e.g. competitions, promotions etc  | Editorial discretion – No charge                       |                |
| <b>Featured Spot</b><br>Inclusion in the featured accommodation, attractions or food and drink sections   | Members only   | £30            |

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**2009/2010**

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