

# INVITATION TO ADVERTISE DIGITAL MEDIA

VisitGuernsey.com offers businesses connected to the tourist industry the ideal platform to communicate directly with a well-targeted and relevant audience.

Consumer understanding and use of Banner Advertising is changing. As more internet sessions are served on mobile devices combined with an increase of add blocking technology, marketers have to work smarter to get their promotional messages in front of consumers, and in a format that delivers engagement, and the desired outcome.

With these changes in mind, VisitGuernsey has launched a refreshed website, which includes new functionality to enable advertisers to get their messages in front of consumers in a high profile format that is less disruptive for users.

VisitGuernsey.com  
delivers over  
**1.2 million sessions**  
each year to over  
**900,000 users.**

## ADVERTISING FORMATS ON VISITGUERNSEY.COM

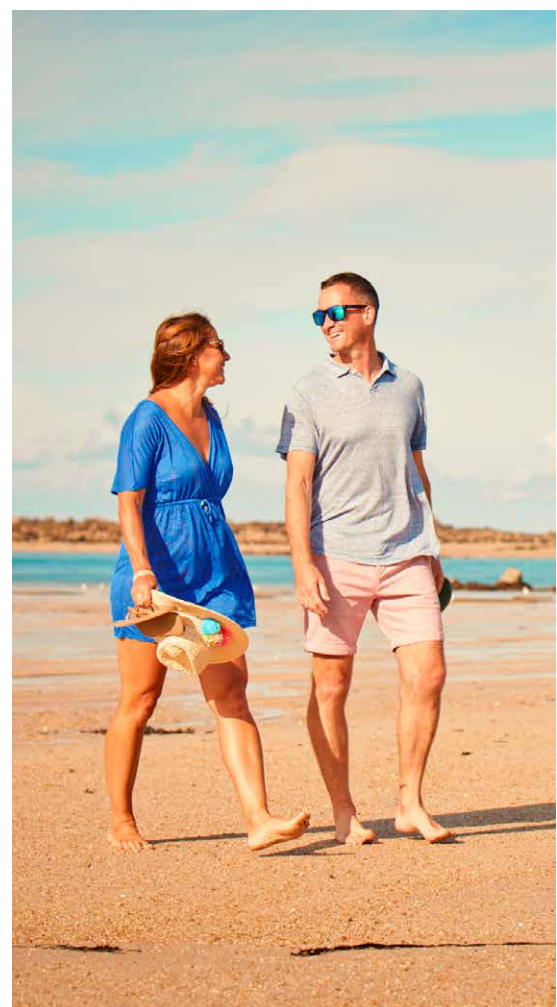
Featured Content

**Blogs / VG Magazine Article**

**Targeted Remarketing Campaigns**

**Advertising on VisitGuernsey  
Consumer Mailers**

**Advertising to Cruise Line Passenger  
using our WiFi service**



## Featured Content.

Get 3 X more views and website referrals.

Featured content are image tiles that are surfaced within relevant spaces in high traffic areas on the site. These tiles are given additional stand out through position (they appear at the top of all relevant listings) and colour to attract additional attention above our standard listings which appear in a random order.

TYPE

ALL

ISLAND

ALL

PLACES

ANY

SERVICES

ANY

PLACES TO STAY IN GUERNSEY

Sometimes a holiday isn't just about the destination. It's about treating yourself to luxury 5-star hotel or feeling like a local in a unique farmhouse, getting all the family under one roof in a holiday cottage or waking up in acres of beautiful countryside on a campsite. Whatever you are looking for, there is a wide range of accommodation in Guernsey that will suit any budget.

Browse Guernsey hotels, self catering, holiday cottages and camping accommodation

Find out more about our [accommodation accreditation](#).

FEATURED

★★★★★

HOTEL

**THE DUKE OF RICHMOND HOTEL**

CAMBRIDGE PARK, ST PETER PORT, GUERNSEY, GY1 1UY

Located in St Peter Port with sea views and a spacious outdoor terrace; The Duke Of Richmond is renowned for delicious dining in the Leopard Bar & Restaurant and stylish rooms and suites.

FEATURED

★★★★★

SELF CATERING

**GUERNSEY SELF CATERING**

BOOKING OFFICE ADDRESS: DEL MAR COURT, LE VARCLIN, ST MARTINS, GUERNSEY, GY4 6AL

Welcome to Self Catering in Guernsey, who operate the popular Ilex Lodge, La Bellieuse, Del Mar Court and Le Douit Self Catering Cottages and Apartments.

FEATURED

★★★★★

HOTEL

**OLD GOVERNMENT HOUSE HOTEL**

ANN'S PLACE, ST PETER PORT, GUERNSEY, GY1 2NU

In the heart of St Peter Port and the only five star hotel on the Island, this historic hotel is renowned for panoramic sea views, beautifully designed interiors, exceptional food and impeccable service.

SELF CATERING

**8 LE BOURGAGE SELF CATERING**

C/O BELL & CO LTD, 3 VICTORIA STREET, ALDERNEY, GY9 3UF

Situated in a quiet cobbled street in the town of St Anne.

Featured Content appears within four main categories; Accommodation, Activities, Places to Eat and Package Deals. Featured Content is surfaced not only within the relevant category pages, but also on relevant landing pages.

For example, Accommodation Featured Content could appear within the Accommodation Section, and on Landing Pages relating to Walking Holidays or Festivals.

Featured Content tiles are sold on monthly bases with advertisers able to book the months they require in advance. Due to the nature of featured content, there is a maximum number of Featured Tiles that are sold on a first come first served bases.

Featured Content	Cost Per Month
Accommodation	£200
Package Deals	£100
Activities	£100
Places to Eat	£50

## Blogs / VG Magazine Article

Blogs are an increasingly important part of our marketing activity, and allow advertisers to promote a service, activity, or event in greater detail than in any other format.

Images, videos and hyper-links are a key benefit within this advertising format.

All Blogs, are shared to our social media audience, and remain live and searchable on our site.

**Blog Posts and the associated social marketing activity cost £500.**

## Targeted Remarketing Campaigns

In 2020 we will be expanding our use of targeted banner remarketing activity in conjunction with relevant advertisers.

Targeted remarketing activity works by selecting a set of rules that relates to the actions a user has taken, or not taken when on the VisitGuernsey website; for example we could target people who used the VisitGuernsey website, looking at 'Things to Do' but didn't click through to any of the activity providers. We could target this group of users with remarketing banners promoting a relevant product via the Google Display Network when they are visiting other websites.

These campaigns are tailored for specific advertisers, and the rules for the campaign are customised accordingly. Dates for the campaigns are at the advertiser's discretion.

**The cost for this advertising is £1 per click.  
There is also a cost of £400 towards the creative developed for the joint banners.**

## Advertising on VisitGuernsey Consumer Mailers

For 2020 there are three ways advertisers can promote their businesses to VisitGuernsey's 65,000 strong GDPR compliant database;

### CONSUMER MAILERS

Monthly consumer mailers will be sent out to our database in our traditional format which highlights the key events in the coming months, combined with two commercial spaces on each mailer for advertisers.

**The advertising cost for these positions is £150 each.**

The space an Advertiser has on the monthly consumer mailers:

1. An image of 600 pixels wide by 500 pixels tall. (Supplied as a Jpeg to include a commercial message)
2. A link to the desired URL on the advertisers own site.

### EVENT MAILERS

12 consumer mailers will also be sent out to our database to solely promote specific key events, such as the Heritage Festival. These will each have a single advertiser who complements the key message.

**These positions cost £350 each.**

1. Creative supplied as 600 pixels wide by 800 pixels high
2. A link to the desired URL on the advertisers own site.

### SOLUS MAILERS

Solus mailers promoting your business can be sent out at any specific date to work with your advertising schedule or special offers.

**These mailers cost £500 each.**

1. Date selected by advertiser
2. Advertiser to supply finished HTML creative (including VisitGuernsey branding)
3. Offer based creative
4. A link to the desired URL on the advertisers own site.

## Advertising to Cruise Line Passenger using our WiFi service.

VisitGuernsey offers a free Wi-Fi service to cruise liner passengers that is currently available on the Albert Pier. In 2019 over 10,000 visitors accessed this WiFi service.

When people connect to this service they are automatically forwarded to our Cruise Liner Passenger page which contains suggestions of things to do in Guernsey, What's on and the Cruise Liner Passenger Deals page.

A commercial option available to specifically target Cruise Liner Passengers using our WiFi service:

#### 1. Email Voucher

- Exclusive position.
- When a user connects to the VisitGuernsey WiFi portal on the Albert Pier, the system automatically sends a voucher via email to the person who has logged on to the WiFi:
- **£300 per month**