



Anything & Everything About Dartmouth

Promote your business online to more than 250,000 residents and visitors to Dartmouth & South Devon

WHO WE ARE

We publish widely popular local magazines for residents and visitors in South Devon - By The Dart and The Post. We also publish visitor maps, local directories and annual yearbooks/guides for local organisations such as the Dart Harbour Authority.

OUR WEBSITE -

www.bythedart.co.uk is one of the most popular and informative sites for South Devon

- the most visited site for Dartmouth with a regular 20,000 to 30,000 visitors to the site each month.
the most comprehensive local information site in South Devon - over 2,000 local attractions, accommodation providers, businesses and local organisations listed - comprehensive listings of local events - extensive information on festivals & regattas and things to do.
updated weekly with content from our magazines - expanding the site's footprint and ensuring that it ranks high in online searches because of its frequent updates

GET YOUR MESSAGE ACROSS TO THOUSANDS OF POTENTIAL NEW CUSTOMERS

- 250,000 visitors in the past 12 months (+21% yr-on-yr)
over 500,000 page views
85% traffic from new visitors
Fully mobile compliant site - 45% visitors access our site via their mobile phone
88% visitors to the site from the UK of which 27% London-based

ADVERTISING OPTIONS

We offer a mixture of enhanced listings and banner adverts. Advertising your business on our site is significantly more affordable than on other visitor and information websites in the area.

1. Enhanced listing page - comprehensive information about your business

(promote your business in relevant sections such as Things to Do, Local Accommodation, Shops or Restaurants etc) ONLY £99 + vat PER YR (£8.25 per mth + vat)

INCLUDES

- Listing details: Website link, email link, contact details, map, opening times.
Number of images - up to six jpegs
Description - up to 200 words
Priority in search results
Unlimited event listings
Map & travel directions
Social Media: Your Facebook and Twitter feeds appear alongside your listing
Video content
Additional listings: Add pages in other categories to promote other areas of your business - £49 + vat each

2. Premium Banner Adverts

Place your business prominently across our site and drive additional traffic to your own website. Prices for a full year. Links to advertiser's chosen website page.

2019 OVERALL SITE SPONSOR:

970 px wide x 90 high. Exclusive leader-board advert appears on all pages across the website: £1,000 + vat

LEADER-BOARD ADVERT*

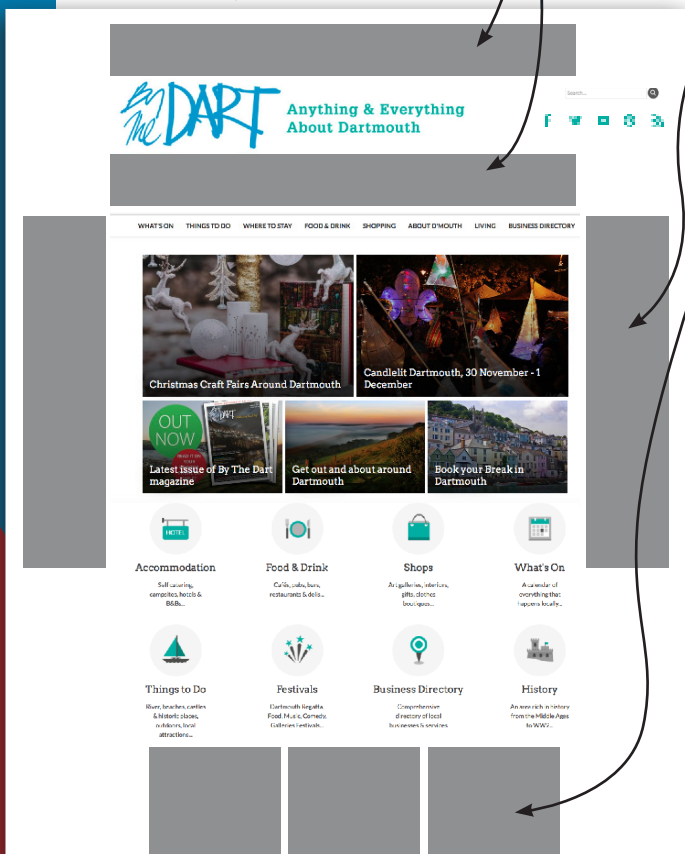
970px wide x 90px high. All pages: including home page but excluding category pages. £500 + vat. Category Pages: Our most visited pages - What's on, Where to Stay, Shopping, Things to Do, Food & Drink £200 + vat per category. * assumes no overall site sponsor

WALLPAPER BANNER ADVERTS

160px wide x 600px high (home page only) 2 positions only - left and right side (see diagram) £250 + vat

MPU BANNER ADVERTS

300px wide x 250px high. All pages, including home page but excluding category pages. £300 + vat. Targets 50,000 impressions#. Category Pages: What's on, Where to stay, Shopping, Things to do, Food & drink £150 + vat per category. Targets 25,000 impressions # adverts appear randomly and remain on the site at least until targeted impressions have been achieved.



Advertisers can list unlimited events on the www.bythedart.co.uk website (in the What's On calendar) so long as events are open to all the general public.