

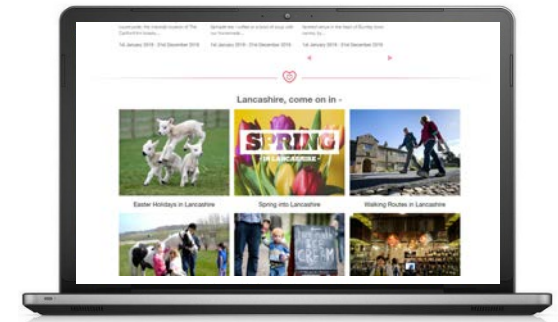
Visit Lancashire
Digital Marketing Opportunities
2021/2022

Opportunities

E-newsletter		Partner rate
Solus Date subject to availability	Solus email to full visitor database Perfect for events, special offers, openings and new product launches Avg. open rate 35%	£495
Inclusion Date subject to availability	Inclusion in VL Newsletter to full visitor database Perfect for promoting updates from your business e.g. competitions, offers, new opening times Avg. open rate 35%	£150

7 Day Event Boost – £250
 Listed in the “What’s on” section of visitlancashire.com
 Added to What’s on Highlight Calendar
 2 Facebook, 2 Twitter posts
 Inclusion in 1 Instagram story

Digital/Website opportunities	Partner rate (per week)
Displayed in ‘Featured’ section on visitlancashire.com homepage	£100
Come on in section; 1x1, 2x1 and 2x2	From £150
‘Don’t Miss’ listing in relevant top navigation section	£150
2 nd Level ‘In this section’ feature (e.g. things to do, food & drink)	£150
3 rd Level ‘In this section’ feature (e.g. family days out, shopping and retail)	£100



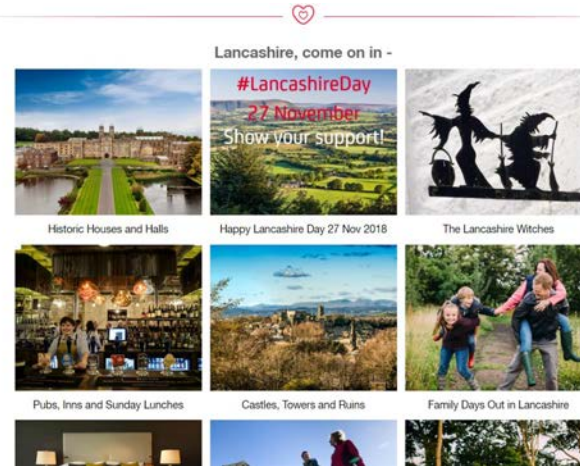
Bespoke packages can be created based on individual needs.

Additional free of charge opportunities available to partners;
 Feature on the news section or blog
 Prize draw listed on the win section
 Events and Special offers listed

Digital Opportunities Explained

Lancashire come on in
1 week placement on the
'come on in' section on
visitlancashire.com homepage
available as a 1x1, 1x2 and 2x2
space.

Featured section
1 week placement in the
relevant featured section on
visitlancashire.com homepage.
Note: these are on a tab
system and so will not be on
permanent display.



A very warm welcome to Lancashire!

Official guide for short breaks, days out and places to see in Lancashire

Strolling around in markets, scrambling up hills to find the perfect scenic spot, seeing a show of acrobats, ice cream, sampling under the stars and exploring the surrounding forest on an adventure trail - summer can be so much fun!

And where better to spend your summer days in family-friendly Lancashire. Embark on a sustainable quest, seaside break or urban adventure. Full of fantastic things to see and do. From being a dog whisperer for the day to riding the UK's first ever double launch rollercoaster, enjoying castle ruins to riding on Thomas the Tank Engine steam train and not forgetting our jam-packed schedule of summer events.

And it's easy to get here! Situated only an hour's drive from Leeds, Liverpool.

[Read More](#)



Featured

Places to Stay

Things to Eat

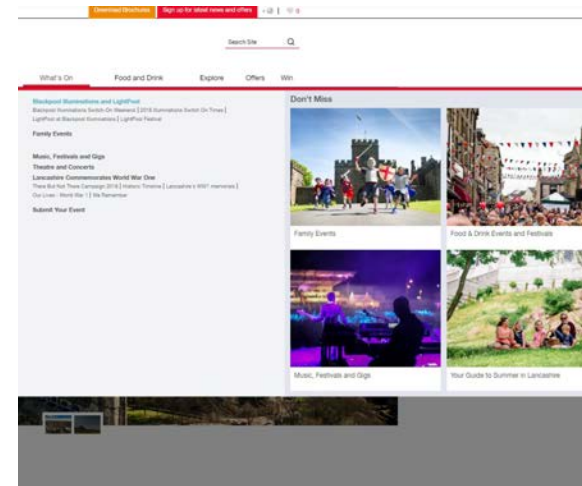
Things to Do

What's On

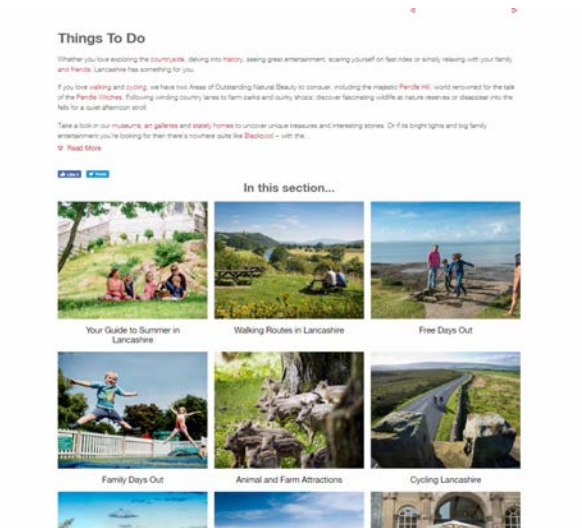


Digital Opportunities Explained

Don't miss banner
1 week placement
Receive a tile in the relevant menu which will be on permanent display.



In this section
1 week placement
Highlighted under the relevant 2nd level sub page (things to do or what's on)



Digital Opportunities Explained

Blogs
For free of charge partners can include their blog or press release on the website, display is based on latest submissions.

What's On Highlight
Appear in the August highlighted feature events, with an image and copy from now until the event happens.

