



**BURY ST EDMUNDS**  
AND BEYOND

# Looking for an affordable marketing boost?



**Additional marketing opportunities for members**

Exclusively for Bury St Edmunds and Beyond members, we are offering advertising space on our high traffic website, providing direct links to your business.

Advertise on [www.burystedmundsandbeyond.co.uk](http://www.burystedmundsandbeyond.co.uk) and drive business your way by being identified as a principle brand/business within the destination.

View current statistics on website traffic and engagement here in our membership pack which can be downloaded at:

[www.burystedmundsandbeyond.co.uk/about-us/membership](http://www.burystedmundsandbeyond.co.uk/about-us/membership)

We can provide click through figures for your advert, e-news link or e-shot.



£150  
for 4 weeks

## HOMEPAGE BANNER ADVERTISING

The very first thing people see on the homepage of [burystedmundsandbeyond.co.uk](http://burystedmundsandbeyond.co.uk) is the large carousel image gallery. Impress visitors with an eye-catching image of your business in this gallery, which clicks through to your website.

### Benefits:

- Photo links directly to your website, taking the visitor straight through to your business information
- We can provide you with full details of how many times your photo ad has been clicked, so you can measure its effectiveness
- Adverts can be booked for a 1-month period, subject to availability and will be the second image visitors see on the carousel. The carousel image turns every 5 seconds.

### Banner specification:

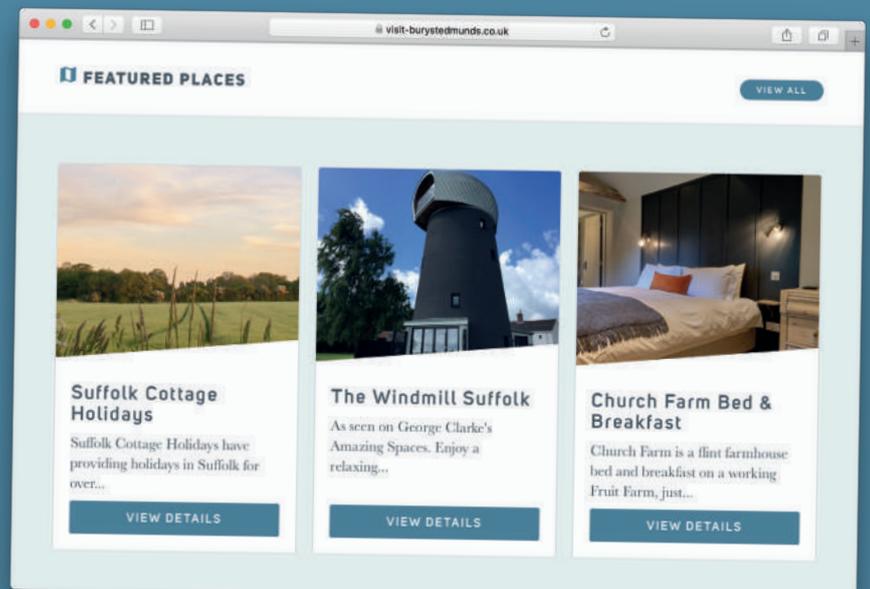
Your photo should be 1920x 600px (landscape) and supplied in .jpeg format.

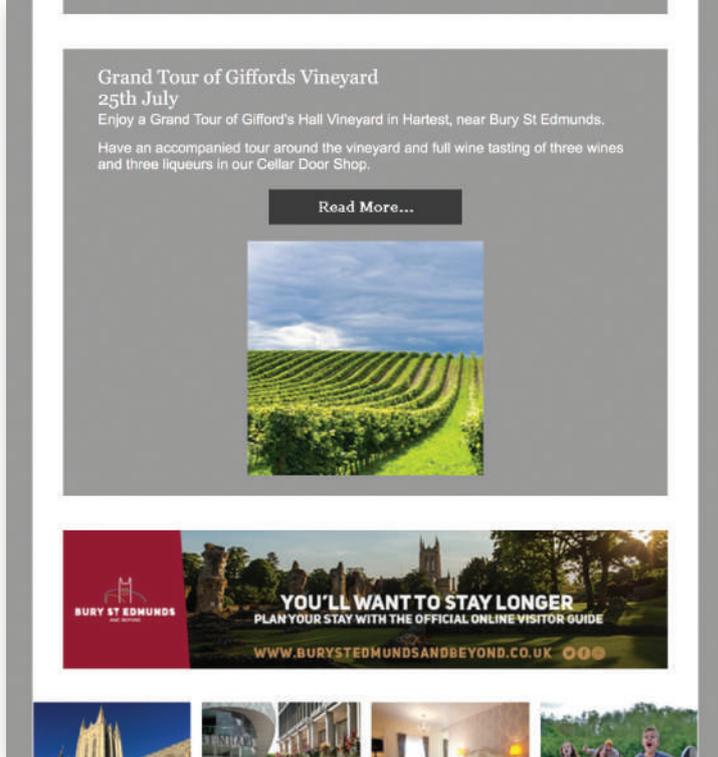
## FEATURED LISTING

Take one of our featured listing entries and draw more attention to your business listing on our website.

£50  
for 2 weeks

£150  
for 4 weeks





£150  
per e-shot

## BURY ST EDMUNDS AND BEYOND CONSUMER E-NEWS

Advertise with an exclusive banner advert or featured news item in our monthly consumer e-news and get your message out to 9,000 subscribers every month who have requested further information to plan their next trip.

### Banner advert (£150.00 per e-shot)

Please supply your banner advert in .jpeg format, at 590x136px and the web address you would like it to click through to.

### Featured news story (£150.00 per e-shot)

Please supply a photo measuring 590x252px plus 30 words and a link to your website.

Average open rate of

44.3%

(industry average 20.44%)

Click through rate of

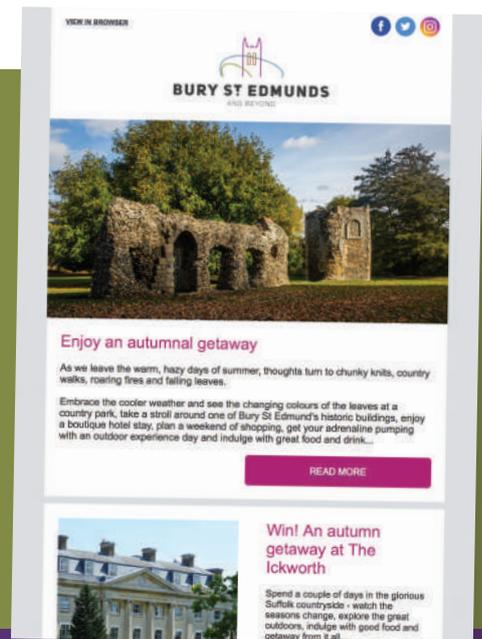
12.9%

(industry average 2.25%)

## BURY ST EDMUNDS AND BEYOND CONSUMER E-SHOT

Takeover our consumer e-shot and get your message out to 9,000 subscribers every month who have requested further information to plan their next trip.

Contact us for more details!



### Further information:

For more information contact Sue Warren, Brand and Marketing Manager  
sue.warren@burystedmundsandbeyond.co.uk



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