



Royal Borough of Windsor & Maidenhead

# Digital Rate Card

Whatever the size of your local business, the Royal Borough's Place Marketing team is here to help. Work with us and we'll work for you! You'll have support and promotion from the people behind:

- VisitWindsor's tourism website [windsor.gov.uk/maidenhead.gov.uk](http://windsor.gov.uk/maidenhead.gov.uk) and VisitWindsor's social channels
- The Royal Borough's Residents' Advantage Scheme, website and social channels
- My Royal Borough website and social channels, showcasing the Royal Borough as an iconic place to live, work and visit. We are here to help promote all local venues, businesses and attractions #LoveLocal #ShopLocal





# VisitWindsor Annual Partnership

VisitWindsor is the official tourism service of the Royal Borough of Windsor and Maidenhead. There are four tiers of partnership available, each level giving access to more and more promotional benefits. Partnership is renewed annually and runs from 1 April to 31 March; become a member part way through the year and we'll work out a pro rata partnership rate for you. For full details please request a copy of our latest Partnership brochure. Core Partnership benefits include:

## Online presence

A dedicated product page for your business on Windsor.gov.uk, the official destination website for the Royal Borough of Windsor and Maidenhead with over 1 million users a year. The higher the level of partnership you take, the more features, bells and whistles on your page.

## Social media

An opportunity to contribute content for the VisitWindsor social media channels and be involved in promotions and competitions.

## E-communications

250,000 emails are sent per year to visitors, residents and MICE buyers.

VisitWindsor partners have opportunities to feature in both consumer and business e-newsletters.

Don't want to commit to a membership? Read on for some 'quick-win' options...

# Seasonal product packages (£190 plus VAT)

We appreciate that there may be certain times of the year when your business or event needs more prominence and your message needs to be heard.

If you just want web promotion for a few months\* rather than a whole year's membership of the VisitWindsor partnership, we can offer a 3-month package to include:

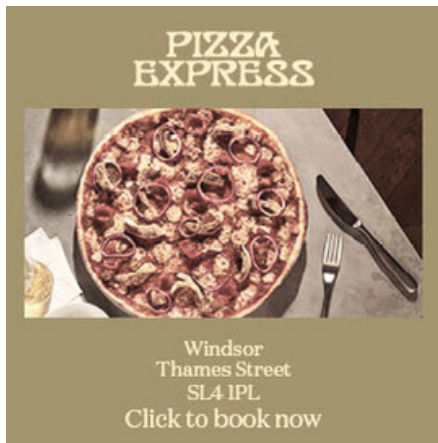
- a header image on a key sub-page of windsor.gov.uk
- a navigation link placement on the site's mega navigation

\*Contact us for prices for shorter or longer time frames.

The screenshot displays the Windsor & Maidenhead website interface. At the top, the logo for the Royal Borough of Windsor & Maidenhead is visible, along with navigation links for 'Things to Do', 'What's On', 'Accommodation', 'Food & Drink', 'Shopping', 'Ideas & Inspiration', 'Explore', 'Visitor Information', and 'Conference'. A search bar and social media icons for Facebook, Instagram, and Twitter are also present. The main content area features a large, high-quality photograph of a dining table set with various dishes, including mussels, fries, and bread. A hand is seen reaching for a fork. Below the image, the text 'Côte Brasserie Windsor' is displayed. A breadcrumb trail reads 'You are here: Home > Food & Drink'. At the bottom, there are five search filters: 'Accommodation Search', 'Things to Do Search', 'What's On Search', 'Food & Drink Search', and 'Shopping Search'. A search bar with 'Type: -- Any --', 'Area: -- Any --', and 'Keyword:' fields is also visible, along with a 'Search' button.

Join in and share #VisitWindsorUK





# Banner advertising: website (£215 - £325 plus VAT)

Take a web banner and get a direct link to your website from a page of your choosing on windsor.gov.uk. Banners are available for 3 months or more to fit your promotional requirements. We'll track your stats and let you know how many people have clicked on your ad.

- Home page banners 300px x 300px £325 plus VAT for three months
- Sub-page banner 300px x 300px £215 plus VAT for three months

## Highlights



Côte Brasserie Windsor

Enjoy a meal at Côte Brasserie, Eton, just across the Thames from Windsor and with beautiful...



The Savill Garden Kitchen

Inside The Savill Garden Visitor Centre you'll find The Savill Garden Kitchen, a restaurant run by...



wagamama

nourish the mind and senses. wagamama is here to serve you fresh dishes made with fresh ingredients...

# Banner advertising: consumer e-newsletter (£245 - £475 plus VAT)



## Fall in love with the Royal Borough this autumn

Hello Charlotte

As summer keeps a firm hold, with high temperatures and blue skies, it seems too early to be talking about autumn.

But when the seasons finally change, something magical happens leading to colourful autumnal skies and frosty mornings. In this season of leaves and berries, rising mists and early morning dew, wrap up warm to explore the must-see sites and enjoy the must-go events taking place in and around Windsor.

The days may be getting shorter but there are plenty of things to do and look forward to as the warm days of summer eventually move into the warm colours of autumn.

[Read our top tips for autumn](#)



## Autumn short break

Seasonal menus, crackling fires, a cosy bedroom to retire to at the end of the day. Stay a while and enjoy the sights and sounds of the Windsor area on an autumn short break.

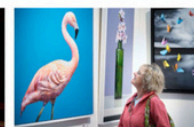
[Read more](#)



## Fabulous festivals

It's festival season, Royal Borough-style! Explore music, literature and the arts courtesy of the annual Windsor Festival, Windsor Fringe and Chelven's Literary Festival. Discover Ascot's thirst-quenching beer festival as part of the Autumn Racing Weekend.

[Find out more](#)



## An art lover's autumn

Autumn is a great time to visit if you like admiring or buying art and sculpture. We've got art fairs in both Windsor and Ascot and an art trail in Cookham. Explore Art in the Garden in The Savill Garden. And the Stanley Spencer Gallery launches its winter exhibition.

[Read more](#)

We grow our consumer database through marketing campaigns, event ticket sales and website/over-the-counter sign ups and send our VisitWindsor and Maidenhead's destination e-newsletter six times per year.

In 2023 our average open rate of newsletters was 64% and average click rate was 5%.

Purchase a banner space in an e-newsletter for £245 plus VAT.

Alternatively why not consider sending a bespoke 'solus' e-newsletter to our database for £475 plus VAT? Just provide the copy and imagery and we will do the rest for you!

# Digital screens, Windsor town centre

30-second adverts played across eight digital screens for a minimum of six hours per day all year round.

Six screens are located within the Old Booking Hall, Windsor Royal Station and a further two screens are in the Visitor Information Centre at The Windsor Guildhall.

	Weekly rate	Monthly rate	6-monthly rate	Annual rate
Small to medium business/organisation (up to 249 employees)	£45	£165	£945	£1665
Large business/organisation (250 or more employees)	£70	£270	£1600	£2700



# advantage card

the Royal Borough's advantage

## Advantage Card promotional opportunities (free - £245 plus VAT)

The Royal Borough resident loyalty card is available to local residents (around 168,000 people) giving them discounts and special offers for events, attractions and local services.

Promotion through the Advantage scheme is an ideal way to reach the resident market. There are e-newsletters and social media to promote your new products, services and special local discounts. Get a free 30-word website listing when you become a co-promoter by offering an Advantage Card discount. Advertising and competition collaborations are also available.

For more information, please email [advantage@rbwm.gov.uk](mailto:advantage@rbwm.gov.uk).

# My Royal Borough channels

My Royal Borough is here to support all sectors of the local business and visitor economy. We are well connected to local business, tourism and community partners – and we're here to help you.

Through My Royal Borough we offer:

- Social media awareness, storytelling, promotion
- Business networking events
- Monthly business e-newsletter
- Ad-hoc essential news
- Training sessions
- News on business awards, grants and other funding
- blogs

For more information, and to get involved, email: [business@rbwm.gov.uk](mailto:business@rbwm.gov.uk).

