

Office use only

Date Raised:

Invoice Number:

# VisitYork



## Christmas Marketing Packages with Visit York

Visit York's audience is uniquely made up of people who are actively seeking inspiration for days out or holidays in Yorkshire. There is no other advertising channel that targets this audience so effectively. By working with Visit York your social post could be seen by our highly-engaged **200,000+** followers; your video could be seen by up to **1.38 million** people who walk past the VIC front window over the festive period; **35,000** of our dedicated Subscribers could be planning a trip to your business after seeing your ad in our eNews; or you could be promoting direct to the thousands of people who visit our hub pages each month.

Christmas is in the top 10 searches on VisitYork.org all year round. Between September-December 2024 the Christmas hub page received over **291K views** and the Christmas market page received over **277K views**, providing your business with significant visibility and ensuring it stands out among the many things to do in York over Christmas. The Christmas Hub page will have a small presence on our homepage from September, then switch to being fully Christmas after Halloween.

## Company Details

Business Name:

Contact Name:

Address:

Email:

Telephone:

PO number:

In addition to the paid for opportunities on the next page, don't forget, as part as your membership with Visit York, to upload your Christmas events and offers and if you would like to offer a prize for this year's advent competition, please get in touch.

## Build your own Christmas Marketing Package

We've listed some popular options below, but if there's something else you're looking for then please contact us.

### Website

- **Dedicated website space on the Visit York homepage**  
from £250 + VAT per month

**Dedicated website space on the Visit York Christmas hub page**

from £200 + VAT per month

**Featured events space**  
£500 + VAT per month

### E-Mail

- **Dedicated e-newsletter to our 7 days In York audience (6000 contacts)**  
£200 + VAT

**Dedicated consumer e-newsletter to 25,000 contacts**  
£500 + VAT

**Prominent feature insert in the Christmas consumer e-newsletter**  
£250 + VAT

- **Digital advert in the 7 Days In York e-newsletter**  
£50 + VAT

### Other

- **Selfie wall advert**  
£300 + VAT per panel

- **Visitor Information Centre digital screens**  
£350 + VAT per month

- **Inclusion in a social media reel/video**  
£150 + VAT

**Sponsored social media posts**

3 Posts - £600 + VAT

5 Posts - £900 + VAT

**Art bench**  
£500 + VAT per month

Spaces are limited, please compete and return your form to: [membership@makeityork.com](mailto:membership@makeityork.com) or if you're looking for something else, then please get in touch to discuss your requirements and we can put a bespoke package together for you.

[View our digital rate card here.](#)



Christmas Hub  
on [visityork.org](http://visityork.org)



Art Bench On  
Parliament Street



Digital Screens  
in VIC

### Payment Details

Payment can be made by BACs or credit card'

Payment must be made within 30 days of the date of the invoice.

**Account number: 10367689 | Sort code: 09-02-22**

If you are a registered charity and are claiming VAT exemption on this advertisement, please provide your charity number in the space provided:

Signature:

Date:

**VisitYork**

Part of  
**Make It York**  
Visit | Culture | Markets | Events