

## Marketing Opportunities through [www.heartofdevon.com](http://www.heartofdevon.com)

The Heart of Devon is the official Area Tourism Partnership for the areas of Exeter, Mid Devon, East Devon and parts of South Devon and Dartmoor. Our main aim is to increase visitor numbers and spend to the area through a series of themed marketing campaigns, an annual visitor guide and our website – [www.heartofdevon.com](http://www.heartofdevon.com).



The Heart of Devon website was re-launched in June 2011, with a brand new look and improved functionality.

Within two months of the re-launch, website traffic increased by approximately 15% and is continually rising due to a focused campaign of pay-per-click (PPC) advertising and search engine optimisation (SEO).

All members of the Heart of Devon Tourism Partnership get a FREE entry on the website. Members also have the opportunity to add special offers and new stories, and accommodation providers have the option to upload availability to the site, also free of charge.

## Online Booking

All accommodation providers have the option to upload availability onto the website through the Availability Extranet. This is a simple process and just takes a little time to manage.

Accommodation Attractions Activities Events

**Search Accommodation**

Type

Location

Keyword

Check Availability / Book Online

Check-in date  
20/08/2011

Prey August 2011 Next

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Click here for details regarding access information.

**Search**

For online bookings taken through the Extranet, a 10% commission will be deducted from the total cost of the booking by Heart of Devon. All commission taken will be channelled back into promoting the website and the area.

The search options on the homepage of [www.heartofdevon.com](http://www.heartofdevon.com) include an availability search. This search will only return results from properties who have eviivo Frontdesk online booking, or have uploaded their availability to the Extranet.

We are finding that more people are using the availability search to look for accommodation, so it is worthwhile for businesses to use this option.

If you are currently a member of the Heart of Devon Tourism Partnership and wish to request a username and password for the Extranet so you can start uploading availability, please just call us on 01392 265209 or email [info@heartofdevon.com](mailto:info@heartofdevon.com).

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### Banner Advertising

A banner advert is an excellent way to get extra exposure for your business. There are several options available on [www.heartofdevon.com](http://www.heartofdevon.com) – the Header Banner, Skyscraper Banner and the smaller Button adverts.

The screenshot shows the Heart of Devon website homepage. Annotations with arrows point to various advertising opportunities:

- Header Banner:** A banner at the top right of the page advertising "Award Winning Maynard Farm holiday cottages".
- Skyscraper Banner:** A vertical banner on the right side of the page for the Sidholme Hotel, featuring a large image of the hotel and text: "A GRACIOUS GEORGIAN MANSION IN THE REGENCY RESORT OF SIDMOUTH, DEVON".
- Button Advert:** A small button at the bottom of the Skyscraper Banner that says "Click here for special offers & late deals".

The website layout includes a navigation menu with categories like Home, Places to Stay, Things to Do, Food & Drink, What's On, Places to Visit, Shopping, Tourist Info & Map, Conferences, and Group Visits. There is also a search bar and a "Special Offers" button. The main content area features a large image of a beach with the text "Relax on the Jurassic Coast..." and a sidebar with a "Search Accommodation" form. Below the main content are several smaller promotional tiles for cultural breaks, family holidays, food festivals, and more.

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### Header Banner

The Header Banner advert appears on every page of the website and clicks through directly to your own website. Businesses purchasing the Header Banner also get a free banner advert on our bi-monthly e-newsletter, which gets sent out to approximately 44,000 potential visitors.

Type of advert	Size of advert	2 months Member	4 months Member	2 months Non-member	4 months Non-member
Header banner advert & newsletter	468 pixels in width by 60 pixels in height	£350 + VAT	£560 + VAT	£700 + VAT	£1120 + VAT

### Skyscraper Banner

The Skyscraper Banner appears on every page of the website and links directly through to your own website.

Type of advert	Size of advert	2 months Member	4 months Member	2 months Non-member	4 months Non-member
Skyscraper banner advert	120 pixels in width by 650 pixels in height	£250 + VAT	£400 + VAT	£500 + VAT	£800 + VAT

### Button Adverts

The Button adverts can be purchased on specific pages throughout the site, e.g. the Places to Stay or Things to Do pages. The Button adverts also link through to your own website. See the table below for options available.

Small side button advert - page	Size of advert	2 months Member	4 months Member	2 months Non-member	4 months Non-member
Homepage	166 pixels in width by 209 pixels in height	£100 + VAT	£160 + VAT	£200 + VAT	£320 + VAT
Places to Stay	166 pixels in width by 209 pixels in height	£75 + VAT	£120 + VAT	£150 + VAT	£240 + VAT
Any other page	166 pixels in width by 209 pixels in height	£50 + VAT	£80 + VAT	£100 + VAT	£160 + VAT


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### Featured Product


Businesses can also opt to be a Featured Product. These are displayed on the homepage of the website under 'Must See Heart of Devon' and are split into several categories – accommodation, attractions, activities, food & drink and shopping.

**Must see Heart of Devon**


Accommodation   Attractions   Activities   Food & Drink   Shopping



**Cary Arms Inn & Restaurant**  
The Inn on Beach - the very best of seaside gastro-pub food and real ales complemented by...



**The Two Bridges Hotel**  
"An oasis at the heart of Dartmoor" (Sunday Times) Looking for that special hotel to escape the...




**Combe House Devon**  
A magical 15 bedroom Grade I privately owned Elizabethan manor set in 3500 acres of parkland where...

Featured Products are also displayed in the relevant section of the website, so for example attractions will be displayed on the 'Things to Do' main page (see image below).

You are here: Things to Do

1 2 3 4 5 6 7 8



**Family fun on the beach**

**Search Things to Do**

Type

Location

Keyword


Green Awards

**Search**

[List of Destinations](#)

[Advanced Search](#)

**Featured Things To Do**



**Exeter's Underground Passages**  
The Passages were built to house the pipes that brought clean drinking water into medieval Exeter...


**Things to Do, Heritage & Cultural Attractions**

There is plenty to do in the Heart of Devon, whether you're looking for a relaxing break or adrenalin-fuelled adventures. There is a wide range of visitor attractions to enjoy, from historic houses and gardens to action packed family theme parks!

From [walking holidays](#) and [cycling adventures](#) to exploring [historic sites](#), [museums and galleries](#), or simply [relaxing on the beach](#), you can discover a whole new world in this beautiful and unique part of England.

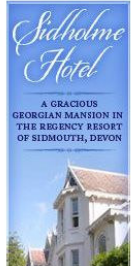
Activities abound - [watersports](#) such as kite surfing, sailing, windsurfing, diving to explore wrecks and reefs, non-motorkrafting on forest and moorland

**Hotels & Restaurants Association**



EXETER & THE HEART OF DEVON

[www.devonhotels.com](http://www.devonhotels.com)



**Sidhalme Hotel**

A GRACIOUS GEORGIAN MANSION IN THE REGENCY RESORT OF SIDMOUTH, DEVON

Featured Product

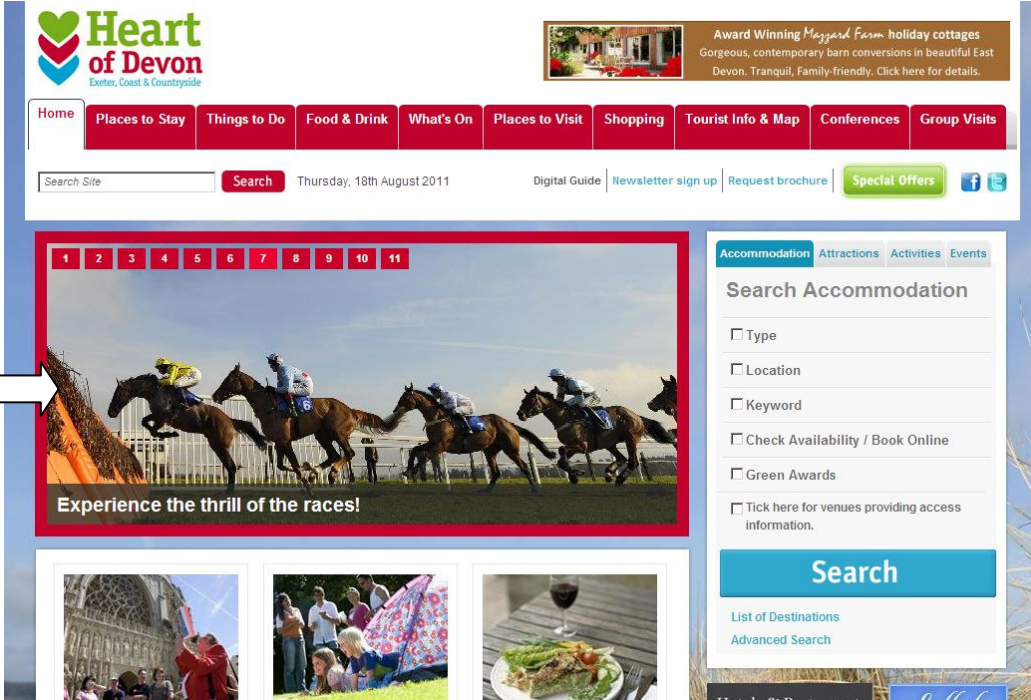
The prices for being a Featured Product are shown below.

Type of advert	Size of advert	2 months Member	4 months Member	2 months Non-member	4 months Non-member
Featured product	N/A – data gathered from your current listing on <a href="http://www.heartofdevon.com">www.heartofdevon.com</a>	£75 + VAT	£120 + VAT	£150 + VAT	£240 + VAT

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### Gallery Images

On the homepage and each main landing page of the website there is a gallery of images which rotate as the visitor is looking at the page. If you are a member, you have the opportunity to have an attractive image of your business within this gallery, which will also link through to your entry on the website.



The screenshot shows the Heart of Devon website homepage. At the top is the logo and a navigation menu with links like 'Home', 'Places to Stay', 'Things to Do', etc. Below the navigation is a search bar and a date indicator. The main content area features a large rotating gallery image of a horse race, with a caption 'Experience the thrill of the races!'. To the right of the gallery is a search accommodation form with various filters. Below the main gallery image are three smaller thumbnail images: a cathedral, a group of people, and a plate of food. An arrow labeled 'Gallery Image' points to the main horse race image.

The prices for being featured in the Image Gallery on the homepage are as follows:

Image number in rotation	3 months	6 months (20% discount)
1 or 2	£300 + VAT	£480 + VAT
3 or 4	£275 + VAT	£440 + VAT
5 or 6	£250 + VAT	£400 + VAT
7 or 8	£225 + VAT	£360 + VAT

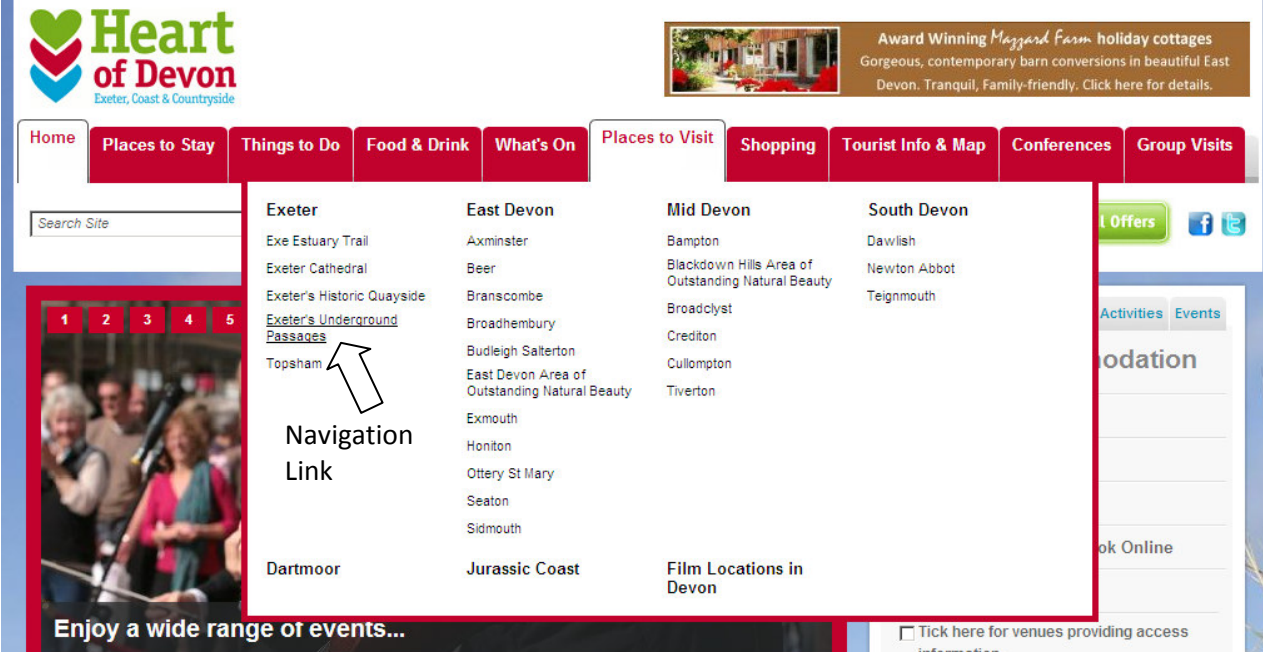
The prices for being featured in the Image Gallery in the Places to Stay, Things to Do, Food & Drink, What's On or Shopping pages are as follows:

Image number in rotation	3 months	6 months (20% discount)
1 or 2	£200 + VAT	£320 + VAT
3 or 4	£175 + VAT	£280 + VAT
5 or 6	£150 + VAT	£240 + VAT
7 or 8	£125 + VAT	£200 + VAT

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### Navigation Links

Members also have the opportunity to be listed in the navigation at the top of the page. This is the list which appears when a visitor hovers over one of the tabs at the top of every page on the website – see image below.



The screenshot shows the website's navigation bar with tabs: Home, Places to Stay, Things to Do, Food & Drink, What's On, Places to Visit, Shopping, Tourist Info & Map, Conferences, and Group Visits. The 'Places to Visit' dropdown menu is open, displaying a grid of location categories:

Exeter	East Devon	Mid Devon	South Devon
Exe Estuary Trail	Axminster	Bampton	Dawlish
Exeter Cathedral	Beer	Blackdown Hills Area of Outstanding Natural Beauty	Newton Abbot
Exeter's Historic Quayside	Branscombe	Broadclyst	Teignmouth
<u>Exeter's Underground Passages</u>	Broadhembury	Crediton	
Topsham	Budleigh Salterton	Cullompton	
	East Devon Area of Outstanding Natural Beauty	Tiverton	
	Exmouth		
	Honiton		
	Ottery St Mary		
	Seaton		
	Sidmouth		
Dartmoor	Jurassic Coast	Film Locations in Devon	

An arrow points to the text 'Navigation Link' in the dropdown menu. Below the menu is a search bar and a 'Special Offers' button. At the bottom of the screenshot, there is a banner for 'Enjoy a wide range of events...' and a checkbox for 'Tick here for venues providing access information.'

The prices for members appearing in the navigation tab is £100 + VAT for 3 months or £200 + VAT for 6 months. Being listed in the main navigation link can really boost your business's name in search engines, such as Google, Yahoo and Bing.

For further information on advertising on [www.heartofdevon.com](http://www.heartofdevon.com), or for information and advice on how to improve your website entry, please contact us on 01392 265209 or email [info@heartofdevon.com](mailto:info@heartofdevon.com).

To book one of the above adverts, please complete the website advertising application form below.

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I am a fully paid up member of the Heart of Devon Tourism Partnership

Business name \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

I would like to pay by cheque (made payable to Heart of Devon)       I would like to be invoiced

I would like to pay by Mastercard, Visa or Maestro:

Card number \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Expiry date \_\_\_\_\_ / \_\_\_\_\_

Security number \_\_\_\_\_

I would like to pay by BACS (Barclays Bank, Exeter; Sort code: 20-30-47; Account number: 60981052)

I would like to book the following advert(s) on [www.heartofdevon.com](http://www.heartofdevon.com):

Type of advert	Member of Heart of Devon				Non-member of Heart of Devon			
	2 months	Please tick	4 months	Please tick	2 months	Please tick	4 months	Please tick
<b>Header banner</b>	£350 + VAT		£560 + VAT		£700 + VAT		£1120 + VAT	
<b>Skyscraper banner</b>	£250 + VAT		£400 + VAT		£500 + VAT		£800 + VAT	
<b>Button advert – homepage</b>	£100 + VAT		£160 + VAT		£200 + VAT		£320 + VAT	
<b>Button advert – places to stay</b>	£75 + VAT		£120 + VAT		£150 + VAT		£240 + VAT	
<b>Button advert – any other page</b>	£50 + VAT		£80 + VAT		£100 + VAT		£160 + VAT	
<b>Featured product</b>	£75 + VAT		£120 + VAT		£150 + VAT		£240 + VAT	

*Continued overleaf.....*

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Type of advert	3 months - homepage	Please tick	6 months - homepage	Please tick	3 months – any other page	Please tick	6 months – any other page	Please tick
Gallery image – position 1 or 2	£300 + VAT		£480 + VAT		£200 + VAT		£320 + VAT	
Gallery image – position 3 or 4	£275 + VAT		£440 + VAT		£175 + VAT		£280 + VAT	
Gallery image – position 5 or 6	£250 + VAT		£400 + VAT		£150 + VAT		£240 + VAT	
Gallery image – position 7 or 8	£225 + VAT		£360 + VAT		£125 + VAT		£200 + VAT	
Navigation link	£50 + VAT		£100 + VAT		See homepage		See homepage	

**Please complete and return to:**

Claire Toze, Heart of Devon Tourism Partnership, Civic Centre, Paris Street, Exeter EX1 1JJ  
 Email: [info@heartofdevon.com](mailto:info@heartofdevon.com); Tel: 01392 265209; Fax: 01392 265625.