

**BOOK NOW!**



# ENGLISH RIVIERA ADVERTISING OPPORTUNITIES 2025

Grow your business and reach new customers with premium advertising opportunities, available to English Riviera BID levy-payers, voluntary contributors, and strategic partners.

The ERBID Co leads on the official advertising of the English Riviera. This includes the visitor website [englishriviera.co.uk](http://englishriviera.co.uk) with over one million users a year, and English Riviera social media with over 68,000 followers. We also manage the award-winning English Riviera Visitor Information Service.

These opportunities are in addition to your free dedicated webpage on [englishriviera.co.uk](http://englishriviera.co.uk).

## ONLINE ADVERTISING - [www.englishriviera.co.uk](http://www.englishriviera.co.uk)

With the number one top search term on Google, all BID levy-payers and voluntary contributors automatically have a web page on the official English Riviera website, which you can edit yourself.

For more exposure, you can invest in any of the following website advertising options to help raise your profile and drive more direct traffic to your own business.

### OPTION 1 HERO IMAGE

Be the first thing a user sees - position your business as the main image on a key category page. The captioned image will link to your chosen URL. Top-performing pages: Stay, Things to Do, Food & Drink, and towns.

<b>3 months</b>	<b>6 months</b>
<b>£250 pm</b>	<b>£200 pm</b>

### OPTION 2 FEATURE BOX

An exclusive feature box on the web page of your choice, or choose a special option to be on our **HOME page**, or new **CAMPAIGN page** – the 'landing page' for new 2025 TV advertising campaigns. Featured boxes appear below the hero image & includes an image, text & your URL link.

<b>Special! HOME page</b>	<b>Special! New CAMPAIGN page</b>	<b>Standard page</b>	<b>Standard page</b>
<b>3 months</b>	<b>3 months</b>	<b>3 months</b>	<b>6 months</b>
<b>£250 pm</b>	<b>£300 pm</b>	<b>£150 pm</b>	<b>£125 pm</b>

### OPTION 3 SQUARE BANNER

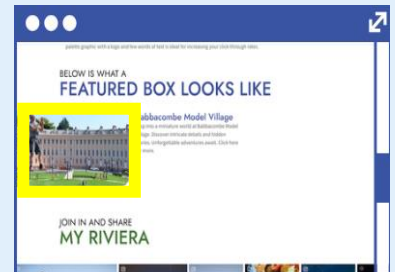
An exclusive square banner on the web page of your choice. Square banners appear halfway down the page on desktop. Great for viewing on a mobile where they take up a large proportion of the screen.

<b>3 months</b>	<b>6 months</b>
<b>£85 pm</b>	<b>£65 pm</b>

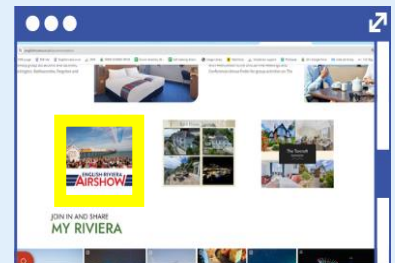
#### HERO IMAGE



#### FEATURE BOX



#### SQUARE BANNER



TO ENQUIRE OR BOOK PLEASE EMAIL [enquiries@englishrivierabid.co.uk](mailto:enquiries@englishrivierabid.co.uk) OR CALL 01803 211211

## ONLINE ADVERTISING continued

### OPTION 4 YOUR COMPETITION

Want your competition or giveaway to reach a bigger audience? Promote them on the new English Riviera Competitions page.

**Per competition**

**£100**

### OPTION 5 SPONSOR THE NEWSLETTER

Be the exclusive sponsor of the monthly English Riviera consumer e-newsletter, with over 30,000 subscribers.

**One month**

**£300**

### OPTION 6 TAKE OVER THE NEWSLETTER

Promote your business in an exclusive English Riviera e-newsletter targeting over 30,000 subscribers.

**One solus newsletter**

**£1,000**

## SOCIAL MEDIA ADVERTISING

### OPTION 7 SOCIAL MEDIA POST BUNDLE

Promote your business to our 68,000 social media followers with a dedicated post bundle across Facebook, Instagram and TikTok.

**Per post**

**£250**

**BOOK NOW!**

[enquiries@englishrivierabid.co.uk](mailto:enquiries@englishrivierabid.co.uk)

01803 211211



click or scan  
for more info

## VISITOR INFORMATION SERVICE ADVERTISING

### OPTION 8

#### OUTDOOR 'A' BOARD

Display your A1 poster on a free-standing 'A' board outside the main window of the Visitor Information Centre on Torquay harbourside.

1 month	3 months	6 months
£60	£150	£235

### OPTION 9

#### A4 WINDOW POSTER

Display your A4 poster in the front window of the Visitor Information Centre on Torquay harbourside.

1 month	3 months	6 months
£38	£100	£190

### OPTION 10 A4 ON SCREEN VIDEO ADVERT

Your video on loop on-screen in the side window of the Visitor Information Centre on Torquay harbourside.

1 month
£60

### OPTION 11 OUTDOOR A1 POSTER SITE

Your A1 poster in one of the official English Riviera outdoor poster boxes, situated in areas of high footfall across the resort. Prices from:

1 month	3 months	6 months	12 months
£60	£140	£260	£475

### OPTION 12 LAMP POST BANNERS

Promote your business on lamp post street banners co-managed by ERBID and Fernbank Advertising. Banner points are situated in areas of high traffic across the resort including: Riviera Way, Babbacombe Model Village Car Park, Torquay Seafront, Paignton Marine Drive, Brixham New Road and Brixham Central Car Park.

2 weeks
From £160

#### ERBID ADVERTISING TERMS & CONDITIONS 2025

- All advertising options described in this rate card are subject to availability January 1<sup>st</sup> – December 31<sup>st</sup> 2025 only.
- All payments for additional advertising must be made on time and within 30 days of being invoiced by the ERBID. Late payments will result in advertising being removed.
- All quoted prices will be subject to VAT.
- Any advert or competition advertised is solely the responsibility of the business booking the advertising in terms of their own Terms and Conditions, and not the ERBID Company.
- All content (visual and copy) is the responsibility of the business booking the advertising.
- The business booking the advertising is responsible for design costs and content must be supplied in the format requested.
- The ERBID Company reserves the right to refuse advert content if for any reason it is considered that it may damage the reputation of the English Riviera brand.
- The ERBID Company reserves the right to modify, suspend or discontinue any of these offers, at any time.



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for more info