



**SOUTH OF  
SCOTLAND**

**DESTINATION  
ALLIANCE**

# **DIGITAL MARKETING PRICE LIST**





# INTRODUCTION

The South of Scotland Destination Alliance (SSDA) exists to put the South of Scotland on a global stage, to raise awareness and demand amongst visitors near and far, and to help our businesses and communities in the long and the short term.

Scotland Starts here is the consumer facing tourism positioning of the South of Scotland and is aimed at visitors from the UK and overseas. Scotland Starts Here puts a spotlight on authentic local experiences, local products and businesses and showcases everything that the area has to offer for short breaks and holidays. Most importantly, those three words encapsulate where the history, majesty and excitement of the nation really begins. In fact, there really is no better place to start than right here in the South.

When it comes to making the most of a visit to the South, we inspire locals and visitors alike. Whether that's discovering the wealth of things to do, places to stay or where to eat and drink. Having one easily-navigable place that showcases the very best of the South is exactly what our audience wants. So join like-minded businesses who are actively participating in the leisure and tourism sector and let us open the doors to exciting opportunities that will raise your business profile and allow you to reach new audiences.



# VITAL STATISTICS

Read on to learn more about the digital marketing activities you can get involved in to promote your business.



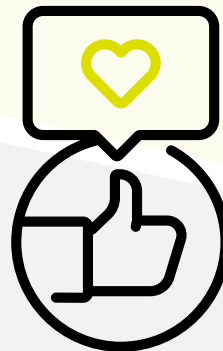
WEBSITE VISITS  
**55,000**



**2,500**  
NEWSLETTERS



**46,257**  
FACEBOOK FOLLOWERS



**6,482**  
INSTAGRAM FOLLOWERS



*... and growing!*

# DIGITAL PRICE LIST

ACTIVITY TYPE	PRICE (+VAT)
Advertise your seasonal offers on SSDA's website new offers page, the Scotland Starts Here website and app ***	£50 (valid for 3 months)
Feature in monthly newsletter*	£150
Social media promotion from Facebook, Twitter or Instagram (price is per platform, maximum of 4 posts over one month)**	£200 (or 3 platforms for £500)
Digital display banner advert on SSDA website & SSH website for one calendar month of choice *	£300
Exclusive Solus Newsletter feature*	£400

\* Preferred month based on availability

\*\* Promotion will consist of image posts (please let us know if you'd like to discuss video promotion options)

\*\*\* Offer will be live for 3 months on website and app

## TERMS AND CONDITIONS

- All SSDA members will receive a 25% discount off the advertised digital activities.
- Creative asset creation is not included in our pricing - creative assets inclusive of logos, images and creative content must be provided by the business.
- Full prepayment is required to confirm your booking.

# DIGITAL MARKETING APPLICATION & AUTHORISATION

Please complete this form and return to:  
Suzanne Ezzi, Membership Services Manager.

## CHOSEN MARKETING ACTIVITY

## PRICE (+VAT)

	1 platform	2 platforms	3 platforms
1. Social media promotion from Facebook, Twitter or Instagram <i>(2 Platforms)</i>	£	£	£
2. Feature in monthly newsletter <i>(Preferred month based on availability)</i>	£		
3. Exclusive Solus Newsletter feature <i>(Preferred month based on availability)</i>	£		
4. Digital display banner on SSDA & SSH website <i>(one calendar month of choice)</i>	£		
5. Seasonal offers on SSDA's & SSH website and app <i>(live for 3 months)</i>	£		
<b>TOTAL (+VAT)</b>	£		

## CONTACT DETAILS

Business Name:
Business Address:
Contact:
Email:
Telephone:
Purchase Order Number (if applicable)

Sign: \_\_\_\_\_

Print name: \_\_\_\_\_

Date: \_\_\_\_\_

If you have an idea or something specific in mind, or would like to learn more about the benefits of being a member of the SSDA, please get in touch and we can discuss your requirements in more detail. Please contact:

Suzanne Ezzi, Membership Services Manager, [suzanne@ssdalliance.com](mailto:suzanne@ssdalliance.com)