



# Advertising on [www.skye.co.uk](http://www.skye.co.uk)

## Background

Skye.co.uk has been providing information about Skye & Lochalsh to locals and visitors since 2002. It has been growing in size, scope and popularity each year.

The site is now wholly owned and managed by Skye & Lochalsh Marketing Ltd. SLM Ltd is the local marketing group working on behalf of the community to promote business and tourism within the area of Skye & Lochalsh. The site has recently been redesigned to further enhance its features and content.

SLM Ltd is a not for profit organisation and all revenue raised from advertising is used to fund further marketing activity for the benefit of the local economy of Skye and Lochalsh.

Skye.co.uk can offer advertising and promotional opportunities to suit a range of requirements and budgets:

- **Multiple business listings on database**
- **Database listings enhancements**
- **Banner & Button Advertising**
- **Events listings and advertising**
- **Special Offers & Late Deals listings and advertising**
- **Opportunities to participate in online promotions and competitions**

## Why advertise on [www.skye.co.uk](http://www.skye.co.uk)?

Skye is the most widely recognised Scottish destination after Edinburgh.

Skye.co.uk is the number one site for Skye & Lochalsh.

Increased WiFi access, use of Blackberries etc, means visitors find you while travelling.

- **Relevant Target Audience**
  - Our sites Unique Users peaked at 90,000 per month in summer 10 using 2¼ million pages that month alone, national and international visitors per who are actively seeking information about business and tourism in Skye & Lochalsh.
- **Pro-actively Promoted Site**
  - Our site is optimised to ensure that we are easily found by search engines.
  - We are currently promoting the site through leaflets, press, PR and online weblinks, with plans to widen this promotional activity.
- **Affordable**
  - Our not for profit policy means our advertising prices are kept deliberately low compared with other commercial marketing opportunities. SLM Ltd members receive 10% discount off button and banner adverts and business listings can be taken for less than £1 per week.

**For advertising enquiries, contact: [admin@skye.co.uk](mailto:admin@skye.co.uk)**

Skye and Lochalsh Marketing Ltd, The Office, Shorepark, Lochbay, Waternish, Isle of Skye, IV55 8GD

p: 01470 592319 e: [admin@skye.co.uk](mailto:admin@skye.co.uk)

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A COMPANY LIMITED BY GUARANTEE, REGISTERED IN SCOTLAND NUMBER 242931



## Additional Listings

Basic membership entitles members to one free basic listing within their chosen business category section of [www.skye.co.uk](http://www.skye.co.uk), consisting of name, contact details and weblink.

Additional basic listings can be taken by members to highlight the different aspects of their multiple offerings: e.g. Hotel + Restaurant + Conference Venue or Outdoor Activities Provider + Family Friendly or Visitor Attraction + Café + Romantic Venue etc.

### Key Benefits

- **Relevant targeting**
  - by being listed in each of the web pages which best represent your different offerings means that you can be easily found by visitors seeking specific products or experiences
- **Broader exposure**
  - by appearing in a number of pages throughout the site

Business Category options for <a href="http://www.skye.co.uk">www.skye.co.uk</a> Listings		
Accommodation - hotels & inns	Gaelic Culture- language & culture *	Wildlife & Outdoors – Geology *
Accommodation - B & B, Guesthouses	Gaelic Culture- performance & music *	Wildlife & Outdoors - Dinosaurs & Fossils *
Accommodation - self catering		Wildlife & Outdoors – wildlife watch *
Accommodation - hostels/bunkhouses	Gifts & Shopping	Wildlife & Outdoors – marine life watch *
Accommodation - camping & caravan		Wildlife & outdoors – birdwatching *
	Heritage – Castles & Clans *	
Ancestry & genealogy – ancestry *	Heritage – historical sites *	Travel & Island Hopping – getting here
Ancestry & genealogy – genealogy *	Heritage – myth & legend *	Travel & Island Hopping - island hopping
	Heritage – archaeological sites *	Travel & Island Hopping – travel operators
Arts & Crafts – artists *	Heritage – religion *	
Arts & Crafts – craftspeople *		Winter – complimentary basic listing
	Outdoor activities – at sea *	
Boat Trips & Tours	Outdoor activities – mountains *	ICON ACCESSED PAGES
	Outdoor activities – landsports *	Disabled Access
Festivals & What's On - festivals	Outdoor activities – families *	Local Services
Festivals & What's On –traditional events		
	Romance & Weddings	
Food & Drink – restaurants *		
Food & Drink – cafes *	Visitor Attractions – museums & exhibit	
Food & Drink – pubs *		All pages listed with an * automatically place a duplicate listing on the sector home page
Food & Drink – brewers & distillers *		
Food & Drink – local produce *		

## Enhanced Listings

All listings can be enhanced to provide images and more information about your business offering.

### Key Benefits

- **Greater impact**
  - enhanced entries are highlighted to increase profile, and along with photo symbols will make your directory entry stand out and help customers to decide more quickly which entries to explore further.
- **Increase your chances of being found**
  - the chosen wording of text in your directory entry will increase your chances of being found by customers through the [www.skye.co.uk](http://www.skye.co.uk) database SEARCH facility, quickly offering them the best match to their requirements.
- **Receive more relevant enquiries**
  - the additional information you provide will help customers to decide if your product or service is right for them and save you from having to field fruitless enquiries.

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## Listings and Enhancement Examples



**Enhanced Level 2**  
Basic entry  
+ 2 pictures and  
100 words

**Database Display**  
**Basic Entry:** white text no symbols  
**Enhanced 1:** coloured text & enhancement symbol  
**Enhanced 2:** coloured box with text & 2 enhancement symbols

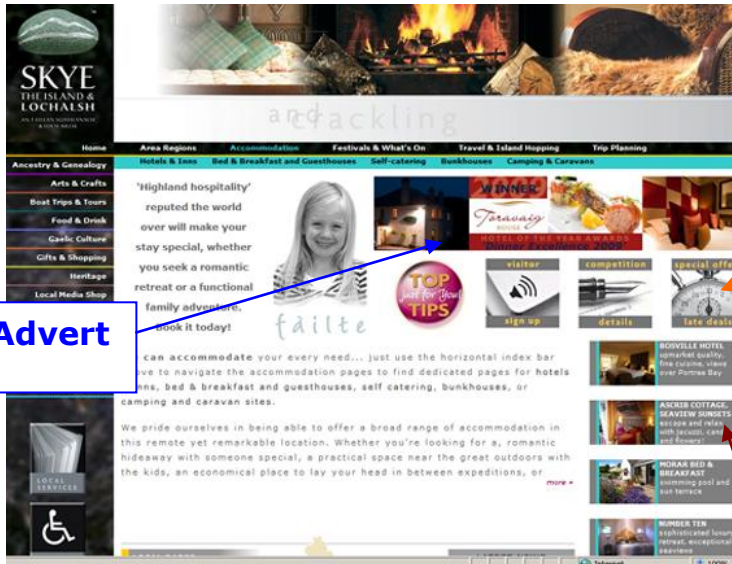


**Enhanced Level 1**  
Basic entry  
+ 1 pictures and  
50 words

## Banner and Button Advertising

Banner and Button adverts are available throughout the site with a direct weblink to your own website or email address (ideal for those with no website).

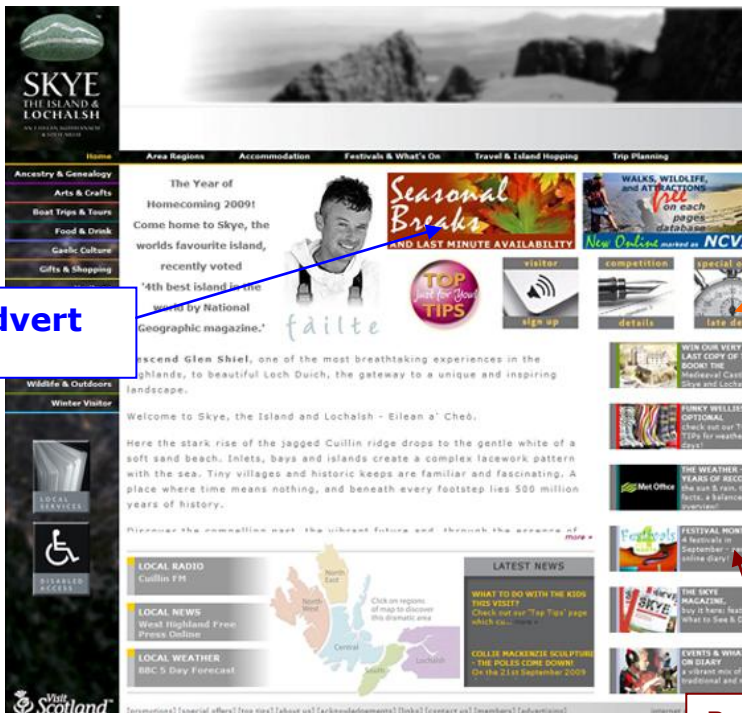
**Members of Skye & Lochalsh Marketing Ltd receive 10% discount.**



Full Banner Advert

Adverts linked via news, competitions and special offers to promotional landing pages

Button Advert slots



1/2 Banner Advert

Adverts linked via news, competitions and special offers to promotional landing pages

Button Advert slots

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## Key Benefits

- **Stand out from the competition**
  - the physical position and visual design of your advert, along with a few key words, differentiates your business from the rest
- **High level of Targeting**
  - You can choose from a broad range of advertising positions in key sections of the website to best match your business activity
- **Direct, instant customer contact**
  - potential customers can click directly through to your website to access further information about your business and make instant contact with you.

## ADVERT PLACEMENT - Page codes

Area regions - north west	AR-nw	Local Media Shop - film	LMS-f
Area regions - north east	AR-ne	Local Media Shop - music	LMS-m
Area regions - central skye	AR-c	Local Media Shop - books (NA)	LMS-b
Area regions - south skye	AR-ss		
Area regions - lochalsh	AR-L	Local Services	LS
Area regions - raasay	AR-r		
		Heritage - historical sites	H-hs
Accommodation	ACC	Heritage - myth & legend	H-ml
Accommodation - hotels & inns	ACC-hi	Heritage - archaeological sites	H-as
Accommodation - B & B, Guesthouses	ACC-bbg	Heritage - religion	H-r
Accommodation - self catering	ACC-sc		
Accommodation - hostels/bunkhouses	ACC-hb	Outdoor Activities	OA
Accommodation - camping & caravan	ACC-cc	Outdoor activities - at sea	OA-s
		Outdoor activities - mountains	OA-m
Ancestry & genealogy - ancestry	AG-a	Outdoor activities - landsports	OA-l
Ancestry & genealogy - genealogy	AG-g	Outdoor activities - families	OA-f
Arts & Crafts - home	AC	Romance & Weddings	RW
Arts & Crafts - artists	AC-a		
Arts & Crafts - craftspeople	AC-c	Travel & Island Hopping - getting here	TIH-gh
		Travel & Island Hopping - island hopping	TIH-ih
Boat Trips & Tours	BT-t	Travel & Island Hopping - travel operators	TIH-to
Disabled Access	DA	Trip Planning - maps & charts	TP-mc
		Trip Planning - guidebooks	TP-g
Festivals & Whats On - diary	FW-d	Trip Planning - brochures	TP-b
Festivals & What's On - festivals	FW-f		
Festivals & What's On - traditional events	FW-t	Visitor Attractions - museums & exhibit	VA-me
Food & Drink	FD	Wildlife & Outdoors - home	WO
Food & Drink - restaurants	FD-r	Wildlife & Outdoors - Geology	WO-g
Food & Drink - cafes	FD-c	Wildlife & Outdoors - Dinosaurs & Fossils	WO-df
Food & Drink - pubs	FD-p	Wildlife & Outdoors - wildlife watch	WO-ww
Food & Drink - brewers & distillers	FD-bd	Wildlife & Outdoors - marine life watch	WO-mlw
Food & Drink - local produce	FD-l	Wildlife & outdoors - birdwatching	WO-b
Gaelic Culture- language & culture	GC-lc	Winter	WI
Gaelic Culture- performance & music	GC-pm		
		Advertising	Adver
Gifts & Shopping	GS		
		Members	

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## Events Advertising: Button Ads & 'What's On Diary' Listings

You can promote your company or organisation's events through button advertising on any of our Events pages, as well as through listings on our What's On Diary Page.

Non commercial and goodwill community events will be provided with free listings. Commercial events will be charged £20 to cover basic administration.

Listings consist of: Event title, Event date & time, Event description, Details of venue, Cost, Booking Details and Weblink.

### Key Benefits

- **Promotes your event well in advance**
  - We can add your event to our What's On listings database as early as you like to give maximum advance notice to potential participants
- **Access to relevant target audience**
  - skye.co.uk attracts up to 90,000 people per month who are actively seeking more information about Skye & Lochalsh
- **Direct contact with customers**
  - customers can contact you directly by telephone / email or click through to your website for further information
- **Flexible advertising**
  - Button Adverts can be taken on a monthly basis or an annual basis depending on your requirements

<b>Advert Placement – Page Codes</b>	
Festivals & What's - diary	FW - d
Festivals & What's - festivals	FW - f
Festivals & What's On – Traditional Events	FW - t

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## Special Offers & Late Deals: Button Ads and Listings



- Ideal for **encouraging extra business** on a tactical basis to support your own requirements.
- This feature is well promoted and easily accessible to site visitors, with the Special Offers & Late Deals Icon appearing on most pages throughout the website.

It can be used to promote a broad range of offers, such as: 2 for 1, Free champagne for couples staying 3+ nights, Free dessert for each diner taking a main course in October, Free child ticket for each full price adult, 20% off selected items, Last minute availability for accommodation to let etc.

### Key Benefits

- **Meets a range of different business needs**
  - promoting out of season business
  - re-letting cancellations at short notice
  - filling capacity during unexpected quiet periods
  - highlighting new product offerings
  - boosting sales of specific products
- **Access to relevant target audience**
  - skye.co.uk attracts up to 90,000 unique users per month who are actively seeking more information about Skye & Lochalsh
- **Direct contact with customers**
  - customers can contact you directly by telephone / email or click through to your website for further information
- **Flexible advertising**
  - you can take listings on a weekly basis and choose how long to run your offer
  - you can remove your offer listing if your objectives have been achieved early

### Advertising Terms & Conditions

- All advertisers must agree to adhere to SLM Ltd Code of Conduct
- All advertisers must have their primary business activity based in or operating from the Skye and Lochalsh area, with the exception of transport operators.
- We do not accept memberships and advertising from property letting agents. For this purpose we define a letting agent as someone who is promoting properties from multiple owners on their website and/or is managing their enquiries.
- Additional listings, enhanced listings and special offer/late deals listings are only available to members.
- All bookings must be accompanied by full payment.
- All adverts must be provided as detailed in the skye.co.uk advertising specification guidelines.
- Adverts will be allocated on a first come first served basis.
- Please allow 7 days minimum, from supply of advert artwork / text to online posting of advertising.
- Advertising booking periods will begin from the date when the advertising first appears on the website.
- Acceptance of advertising is at the discretion of SLM Ltd.
- Cancellations will be subject to a £25 administration fee + any artwork or scanning costs incurred.
- Prices valid 01.04.13 – 31.03.14
- I agree to provide a reciprocal web link from my website to [www.skye.co.uk](http://www.skye.co.uk)

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## www.Skye.co.uk Advertising Price List

Description	Price	
	Members	Non Members
<b>With 10% members discount</b>		
<b>ADDITIONAL BASIC WEBSITE LISTINGS</b>		
Additional Basic Listing - Small Business (less than 10 employees)	£ 40	N/A
Additional Basic Listing - Large Business (10+ employees - full time equivalent)	£140	N/A
<b>ENHANCED LISTINGS</b>		
Level 1 Enhancement (nb must have paid for basic listing for enhancement)	£ 50	N/A
Level 2 Enhancement (nb must have paid for basic listing for enhancement)	£100	N/A
<b>BANNER &amp; BUTTON ADVERTISING</b>		
Banner Advert (full size) – 12 months	£540	£600
Banner Advert (half size) – 12 months	£288	£320
Button Advert – 12 months	£225	£250
<b>EVENTS ADVERTISING</b>		
Events Banner Advert (full size) – 12 months	£540	£600
Events Banner Advert (half size) – 12 months	£288	£320
Events Button Advert – 12 months	£225	£250
Events Page Advert – 1 month	£ 45	£ 50
Events – What’s On Listing - per listing	£ 20	£ 20
<b>SPECIAL OFFERS &amp; LATE DEALS ADVERTISING</b>		
Special Offer/Late Deals Banner Adverts - 12 months	£540	£600
Special Offer/Late Deals Banner Advert (half size) – 12 months	£288	£320
Special Offer / Late Deals Button Advert – 12 months	£225	£250
Special Offer / Late Deals Button Advert – 1 month	£ 45	£ 50
Special Offers/ Late Deals Listing - 1 week	£ 20	N/A
<b>MISC</b>		
Image Scanning – per image	£ 10	£ 10
Banner Artwork – per banner, if required	£ 25	£ 25
All prices for 12 months unless otherwise specified.		
<b>SPONSORSHIP PACKAGES AVAILABLE ON REQUEST</b>		

### SLM Ltd Code of Conduct

Advertisers on www.skye.co.uk will:

- Always hold appropriate insurance that includes public liability.
- Obtain and comply with the conditions of all the required local authority and central government licenses relevant to their business sector and activity.
- We will provide a reciprocal link to [www.skye.co.uk](http://www.skye.co.uk) from our website.
- Act according to industry regulation and accepted best practice for our business sector.
- Welcome and host visitors in a polite, friendly and respectful manner, consistent with Highland reputation.

**Booking forms are available from [www.skye.co.uk](http://www.skye.co.uk) or email: [marketing@skye.co.uk](mailto:marketing@skye.co.uk)**

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