

PUBLICISE ON MERLINTRAIL.COM

In England and France places associated with the Arthurian legend attract between 150-200,000 visitors a year.

But until now the true story of Merlin and the real locations where the historical events actually happened, and which inspired the legend, have remained largely unmarked and ignored. The fascination is international and pan-generational.

The website (**www.merlintrail.com**) and Facebook page offer enterprises engaged in cultural tourism a unique advertising opportunity.

Let the magic of Merlin work for you.

For full details see: **www.merlintrail.com/publicise**

WEBSITE ADVERTISING & BOARD SPONSORSHIP ENQUIRIES:

Malcolm Laurie Tel: 0792 079 6565 Email: malcolmlaurie@gmail.com

Promotional Opportunities

The Merlin Trail website will be enriched by integrating appropriate commercial advertising and promotion. The following pages show examples of:

- **Google Map entry** which can be enhanced on location pages with your content
- **Website Article** dedicated to your enterprise with your photos and text
- **Entry on trail location** pages relevant to your area
- **Facebook Posts** which you can share on your own social media (+boosted advertising, if required).
- **Information Boards** with single sponsor credit.
- **Promos and news items** (+ statistics if required).

Costs

The charges cover the production costs of your entries. This includes Facebook boosting, creating articles and general maintenance as well as supporting general trail promotion (e.g trail leaflets, TV etc)

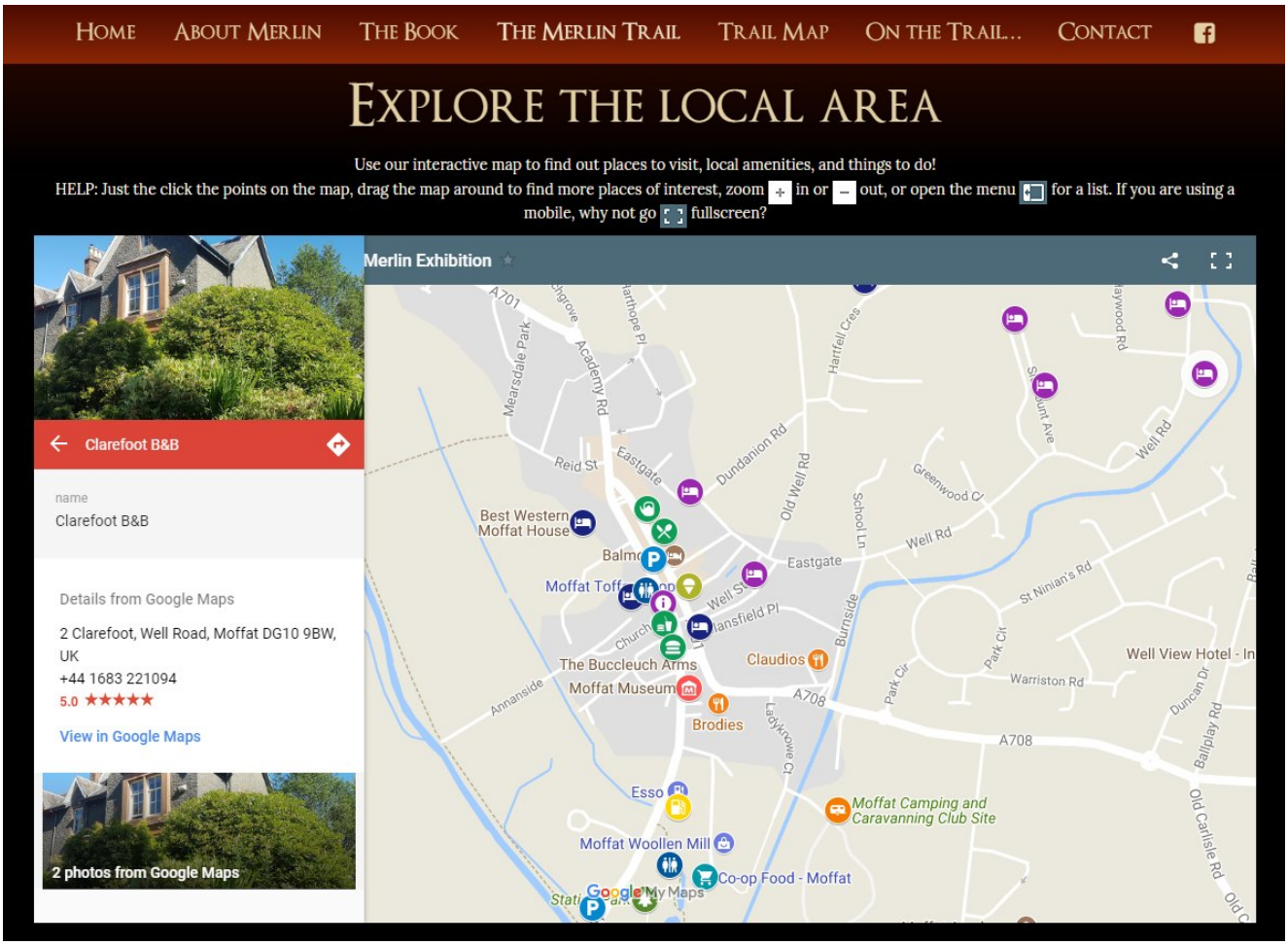
Costs are on an earlybird basis and vary from £40 to £120 per annum, depending on what is required. Any supplementary support such as boosted advertising or statistical reporting is at direct costs. (These rates may be reviewed in future years as the site develops.)

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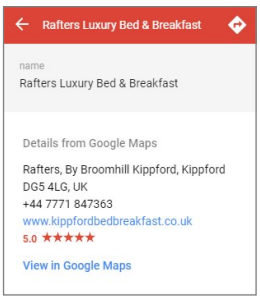
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Entry on Google Map

All locations on the website featured a points of Interest Google Map at the foot of each of these location pages.

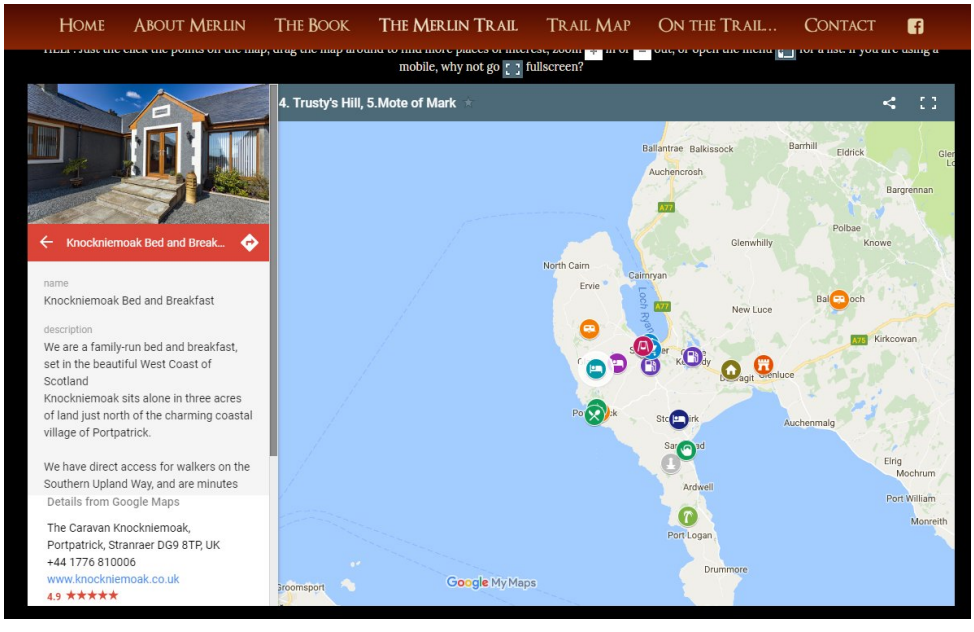


Any suitable business or organisation in the area can be added to this map in a basic form for no charge, by using the existing Google Maps entry, without further editing.



< BASIC ENTRY LISTING

For **£40 per year,** We can update this entry with up to 6 photos and text up to 300 words supplied.

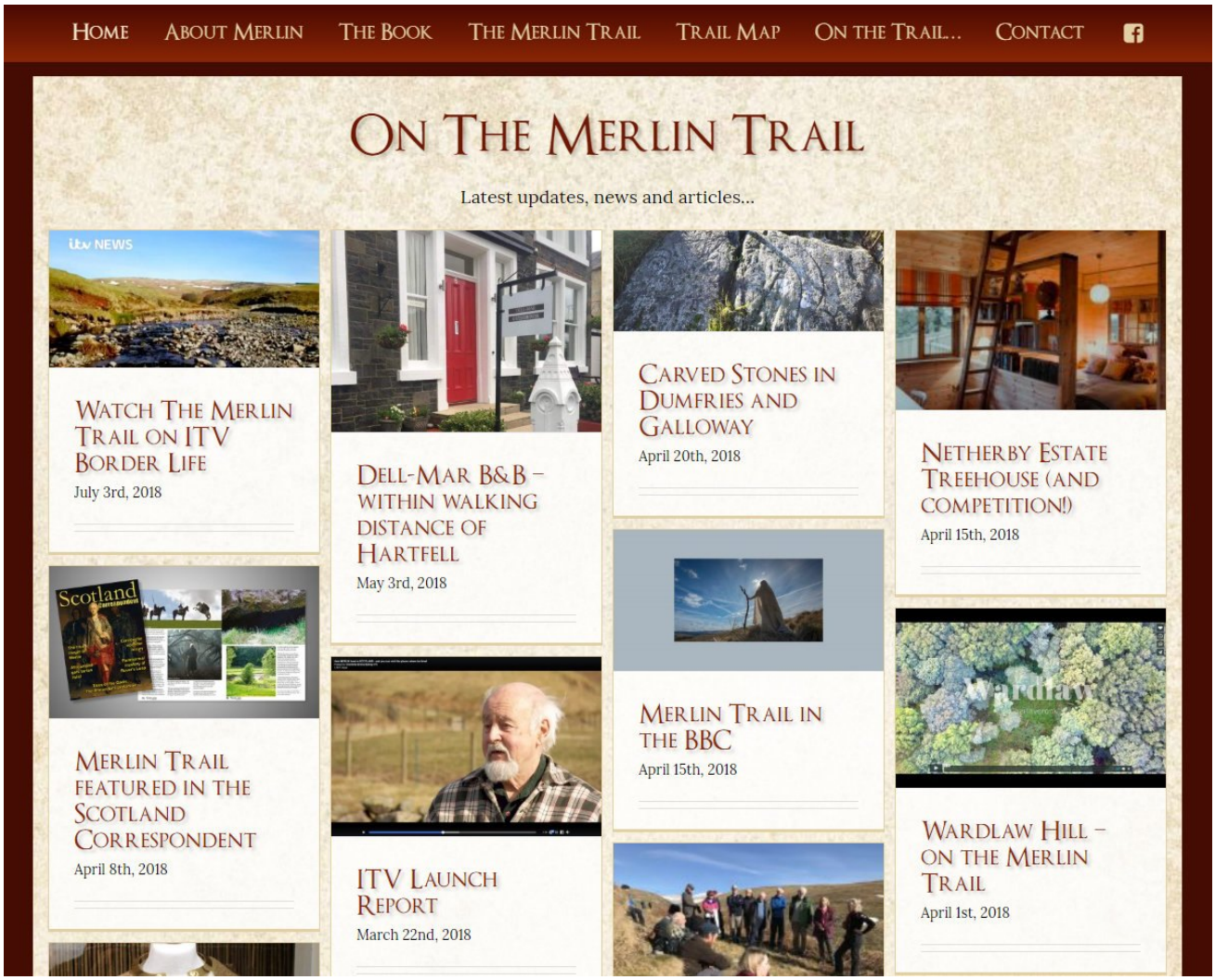


EXAMPLE >

Article on Website

We can create an article for your business, which will be included on the home page news and updates feed as well as on the location page relevant to the advertiser. All information should be supplied by you (text and relevant photos) in digital form, with the cost set at **£120pa.**

EXAMPLES ON HOME PAGE >



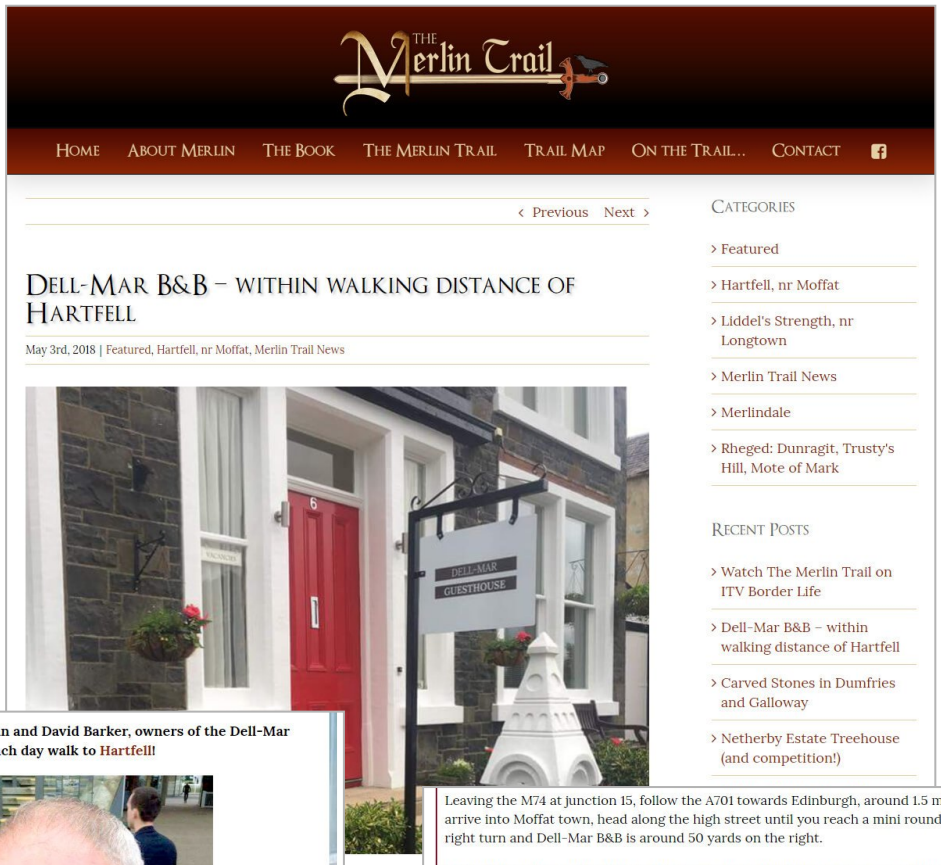
EXAMPLE OF ARTICLES LISTED ON A LOCATION PAGE >

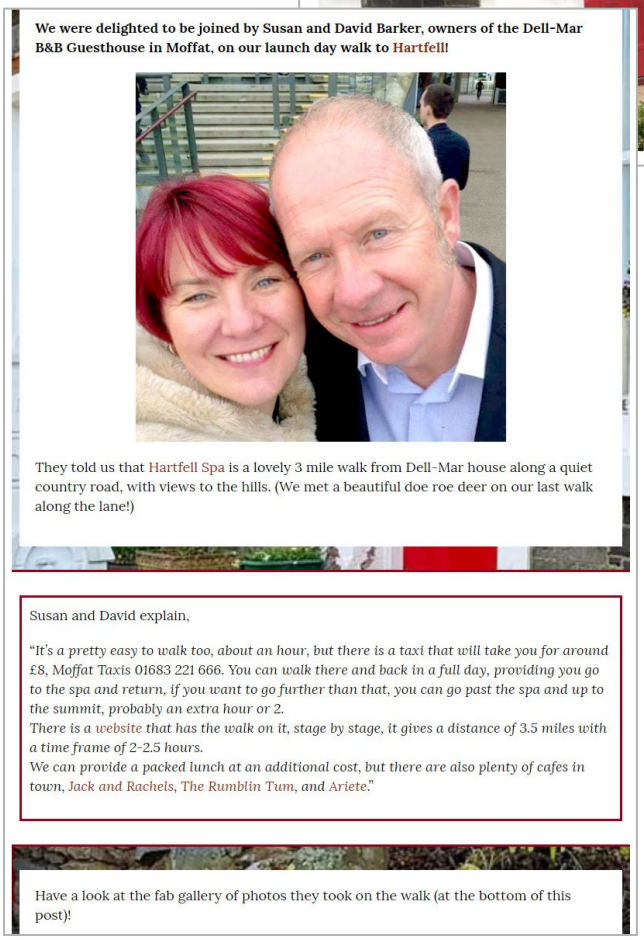


Sample Article on Website - Dell Mar B&B

A B&B Sample: The article on the website should be written so that it integrates well with the location. Eg for Dell Mar B&B, Susan and David have supplied directions to Hartfell location, as well as their own photos they have taken of the area.

EXAMPLES >



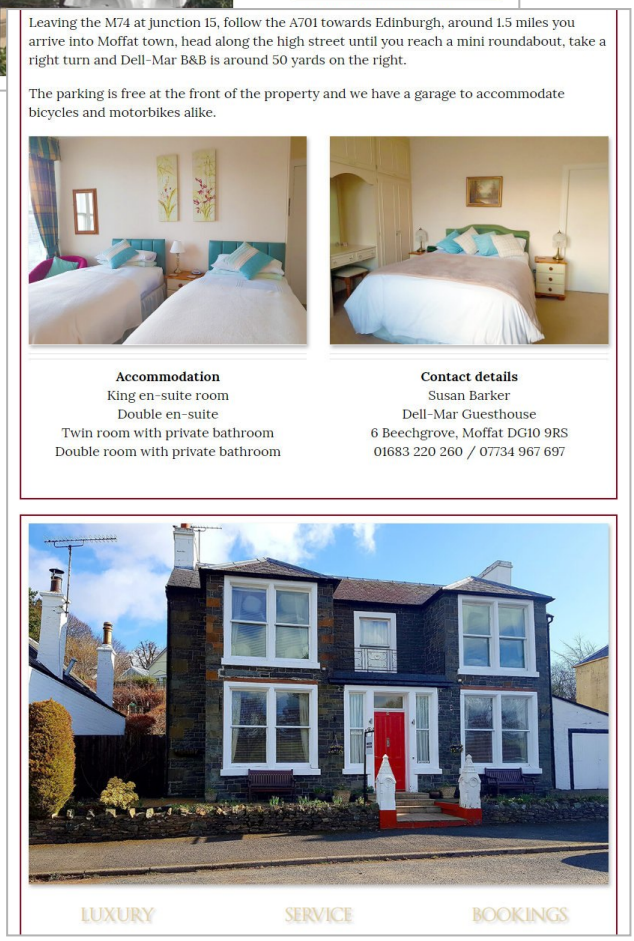

We were delighted to be joined by Susan and David Barker, owners of the Dell-Mar B&B Guesthouse in Moffat, on our launch day walk to Hartfell!

They told us that Hartfell Spa is a lovely 3 mile walk from Dell-Mar house along a quiet country road, with views to the hills. (We met a beautiful doe roe deer on our last walk along the lane!)

Susan and David explain,

"It's a pretty easy to walk too, about an hour, but there is a taxi that will take you for around £8, Moffat Taxis 01683 221 666. You can walk there and back in a full day, providing you go to the spa and return, if you want to go further than that, you can go past the spa and up to the summit, probably an extra hour or 2.
There is a website that has the walk on it, stage by stage, it gives a distance of 3.5 miles with a time frame of 2-2.5 hours.
We can provide a packed lunch at an additional cost, but there are also plenty of cafes in town, Jack and Rachels, The Rumblin Tum, and Ariete."

Have a look at the fab gallery of photos they took on the walk (at the bottom of this post)!


Leaving the M74 at junction 15, follow the A701 towards Edinburgh, around 1.5 miles you arrive into Moffat town, head along the high street until you reach a mini roundabout, take a right turn and Dell-Mar B&B is around 50 yards on the right.

The parking is free at the front of the property and we have a garage to accommodate bicycles and motorbikes alike.

Accommodation
King en-suite room
Double en-suite
Twin room with private bathroom
Double room with private bathroom

Contact details
Susan Barker
Dell-Mar Guesthouse
6 Beechgrove, Moffat DG10 9RS
01683 220 260 / 07734 967 697

LUXURY SERVICE BOOKINGS

Personal messages and info from the proprietors who are knowledgable about the area.

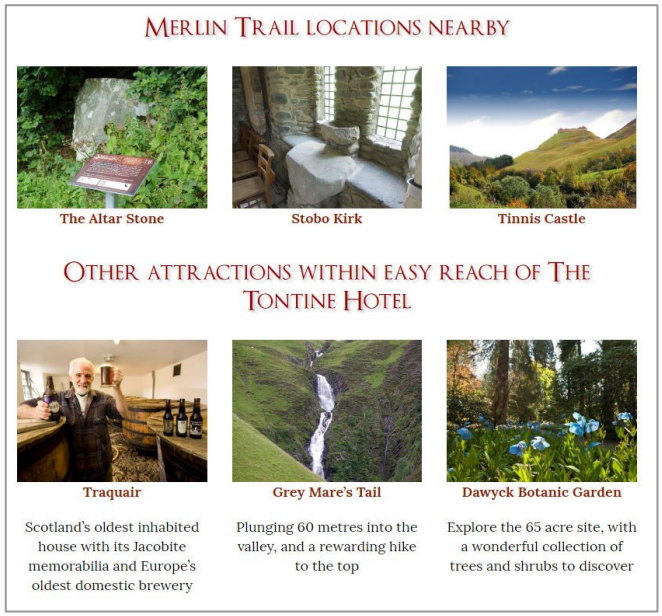
Article on Website - Tontine Hotel

A Hotel Sample: For the Drumelzier sections, Tontine Hotel in Peebles is an ideal base for exploring, and have their own page within the site:

EXAMPLES >



The embedded page within the Merlin trail site features photos of the hotel and links to locations nearby, both on the Trail and other attractions.



The Tontine Hotel are also also featured in the 'Places & Things' panel (in Black) - at extra cost of ***£40 per year.***



Places of Interest Panel

Each Location page has a section with a photo and text panel, offering other places to visit, and things to do in the area. An entry here will be **£40 per year,** using a supplied photo and text. There is a limit of 8 panels per Location page, currently half of these are already filled up. These can be combined with an Article, or linked directly to your own website or Facebook page.

EXAMPLE ON HARTFELL PAGE >



EXAMPLE ON CATRAIL PAGE >



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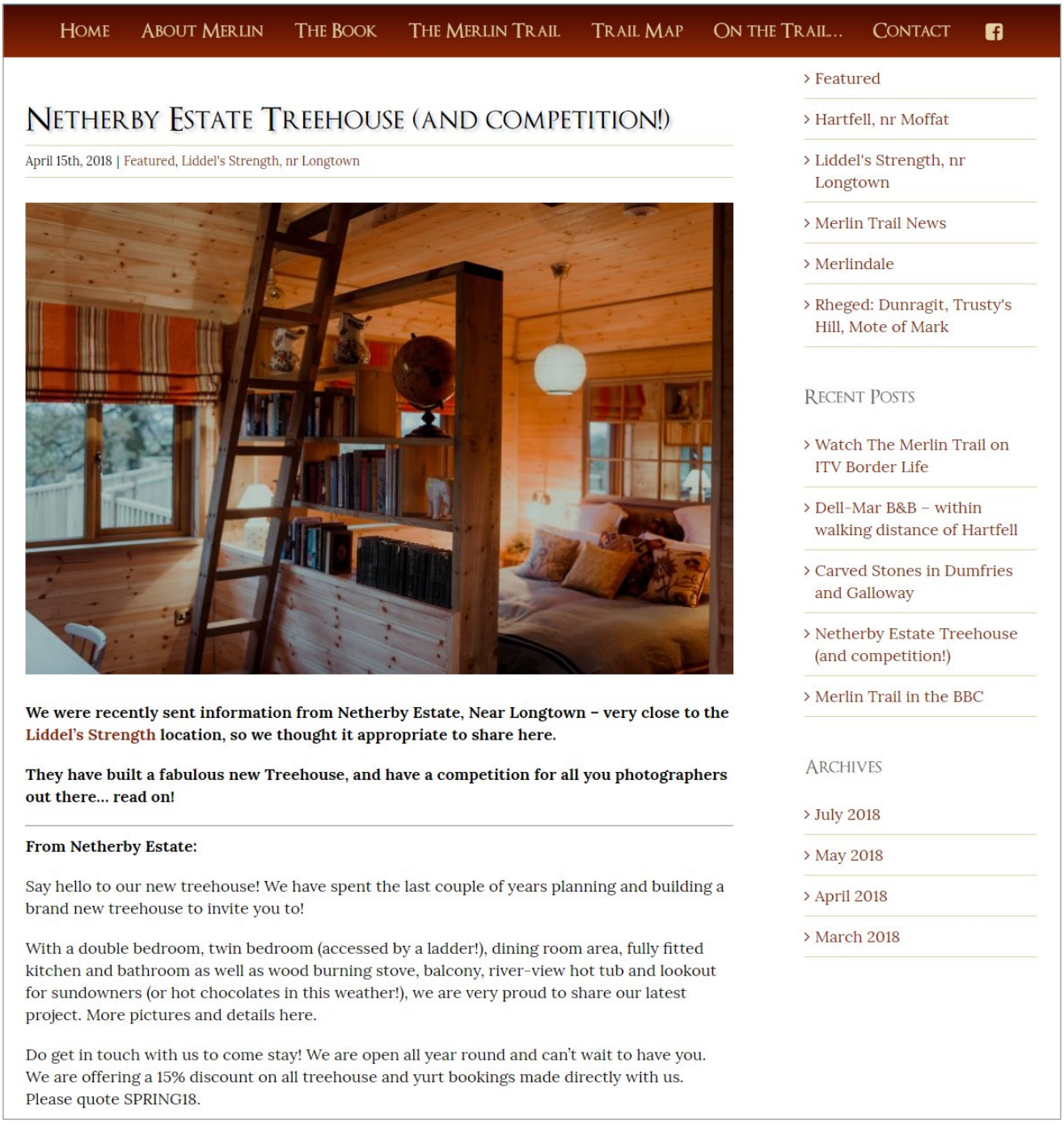
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News Items & Promos

We can take News Items and Promotional Offers to be published on the blog area, as well as promoted to Facebook. Any relevant **News Items** may be free of charge depending on the subject and interest to our audience, and **Promotional Offers** costed on Application.

A typical Promotion as below would be a **£40 one-off charge**, with Facebook boosting of this Promotion up to any amount as required, at direct cost. All images and text should be supplied complete and correct in one batch.

EXAMPLE OF A PROMOTION PUBLISHED ON THE BLOG >



Home | About Merlin | The Book | The Merlin Trail | Trail Map | On the Trail... | Contact

Netherby Estate Treehouse (and competition!)

April 15th, 2018 | Featured, Liddel's Strength, nr Longtown

We were recently sent information from Netherby Estate, Near Longtown – very close to the Liddel's Strength location, so we thought it appropriate to share here.

They have built a fabulous new Treehouse, and have a competition for all you photographers out there... read on!

From Netherby Estate:

Say hello to our new treehouse! We have spent the last couple of years planning and building a brand new treehouse to invite you to!

With a double bedroom, twin bedroom (accessed by a ladder!), dining room area, fully fitted kitchen and bathroom as well as wood burning stove, balcony, river-view hot tub and lookout for sundowners (or hot chocolates in this weather!), we are very proud to share our latest project. More pictures and details here.

Do get in touch with us to come stay! We are open all year round and can't wait to have you. We are offering a 15% discount on all treehouse and yurt bookings made directly with us. Please quote SPRING18.

› Featured
› Hartfell, nr Moffat
› Liddel's Strength, nr Longtown
› Merlin Trail News
› Merlindale
› Rheged: Dunragit, Trusty's Hill, Mote of Mark

Recent Posts

› Watch The Merlin Trail on ITV Border Life
› Dell-Mar B&B – within walking distance of Hartfell
› Carved Stones in Dumfries and Galloway
› Netherby Estate Treehouse (and competition!)
› Merlin Trail in the BBC

Archives

› July 2018
› May 2018
› April 2018
› March 2018

Information Boards

Information boards (930 x 700mm) have been erected at unmarked major sites with QR bar codes linking directly to locations on the mobile website and where relevant include "as it may have looked" artwork. Maintenance and upkeep is sponsored in return for advertising by local benefactors.

A **£300** donation to a maintenance fund earns sole advertising on a board for its lifetime (usually 10 years plus) to cover maintenance and reprinting when required with first refusal to renew for a further period.

Still available: Catrail (nr Hawick/Newcastleton), Kelso, Dunragit and Liddel's Strength. Trusty's Hill may be available at A4 size.









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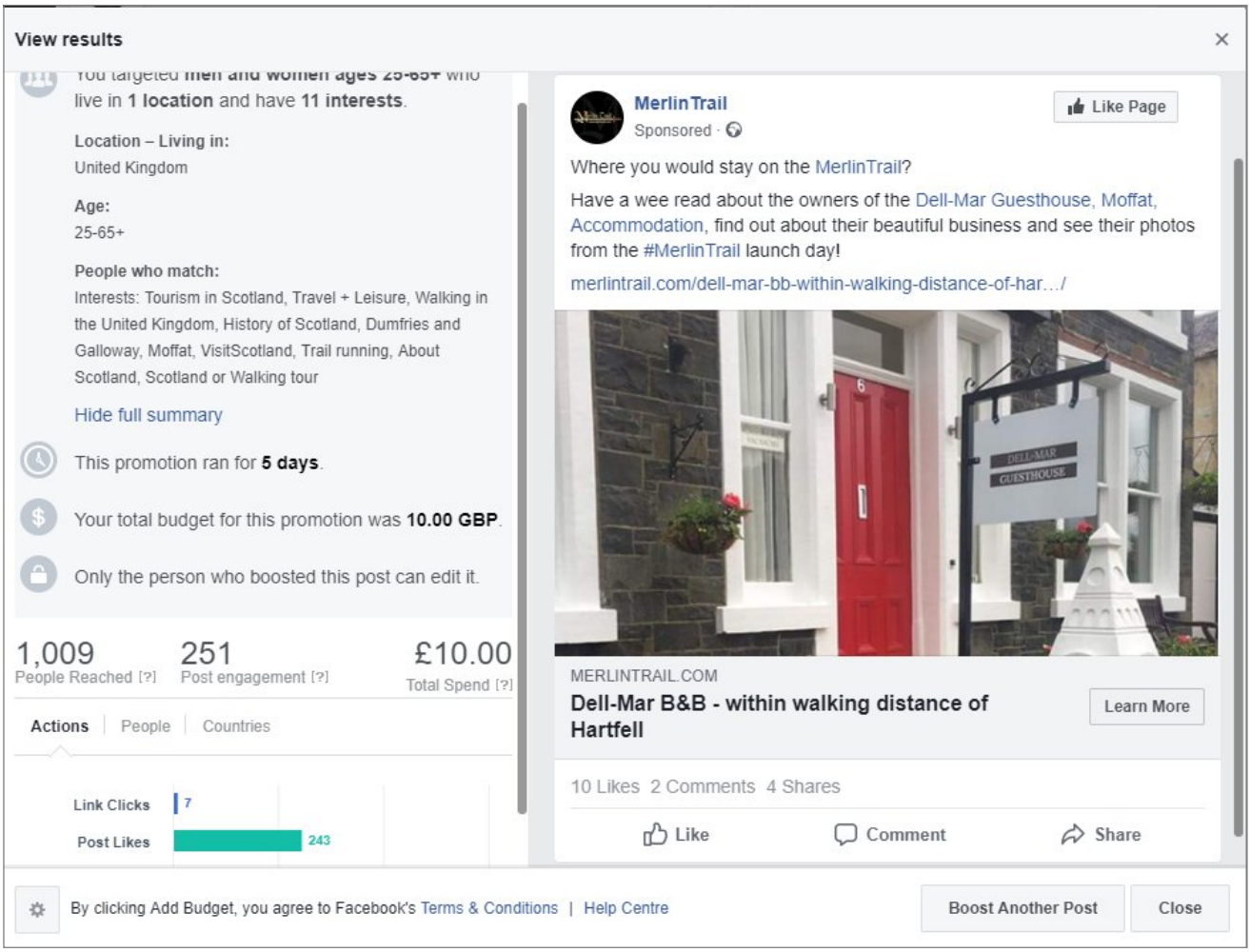
FACEBOOK PUBLISHING & BOOSTING

All accepted Articles, News Items & Promotional Offers can be published to our Facebook page organically for **no extra charge**. (We reserve the right to select or refuse articles we feature depending on their relevance to the site.)

Any posted updates to Facebook should be boosted for best coverage.

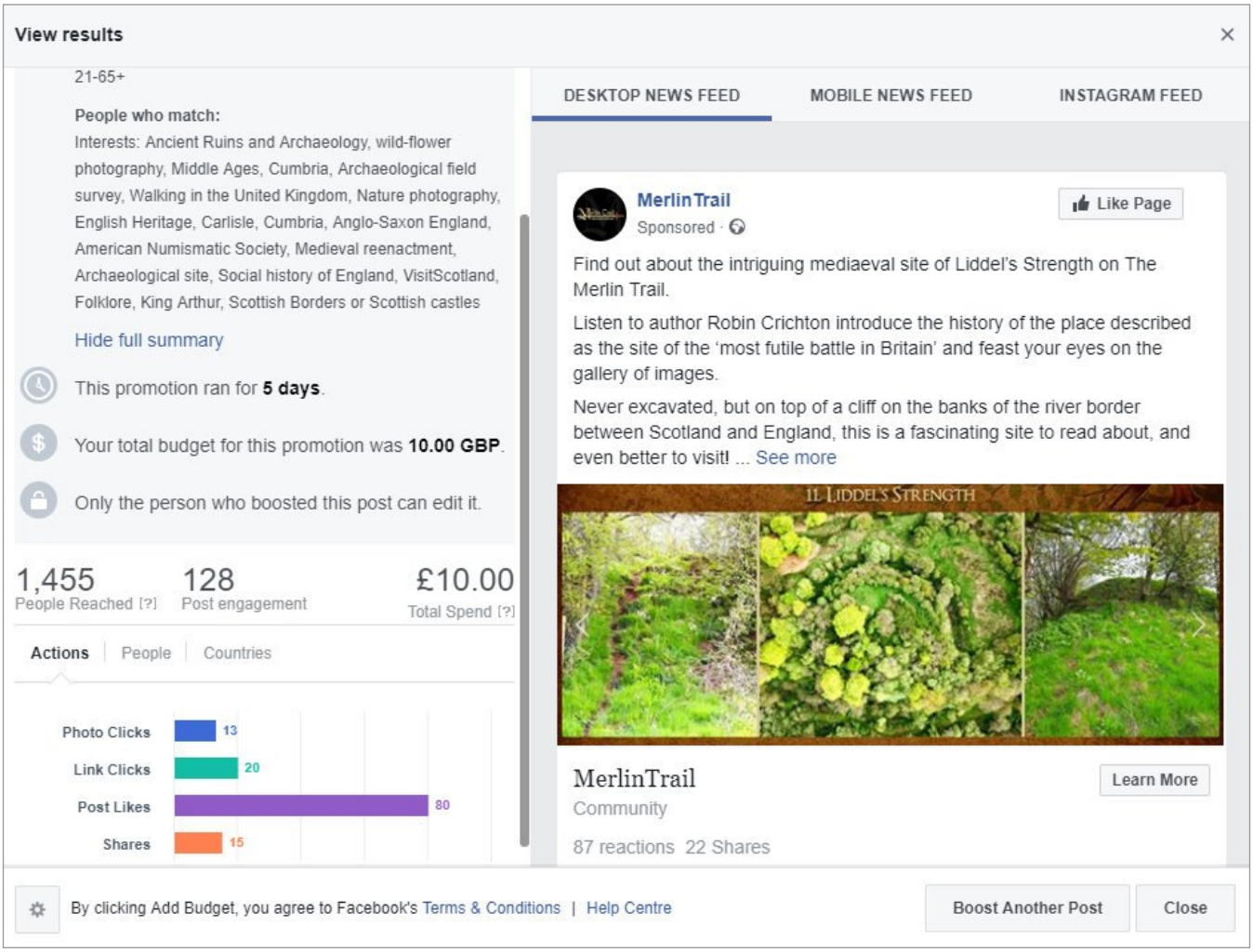
Boosting costs will be applied and costed direct as required, depending on the amounts needed.

EXAMPLE PROMOTING DELL MAR B&B near HARTFELL >

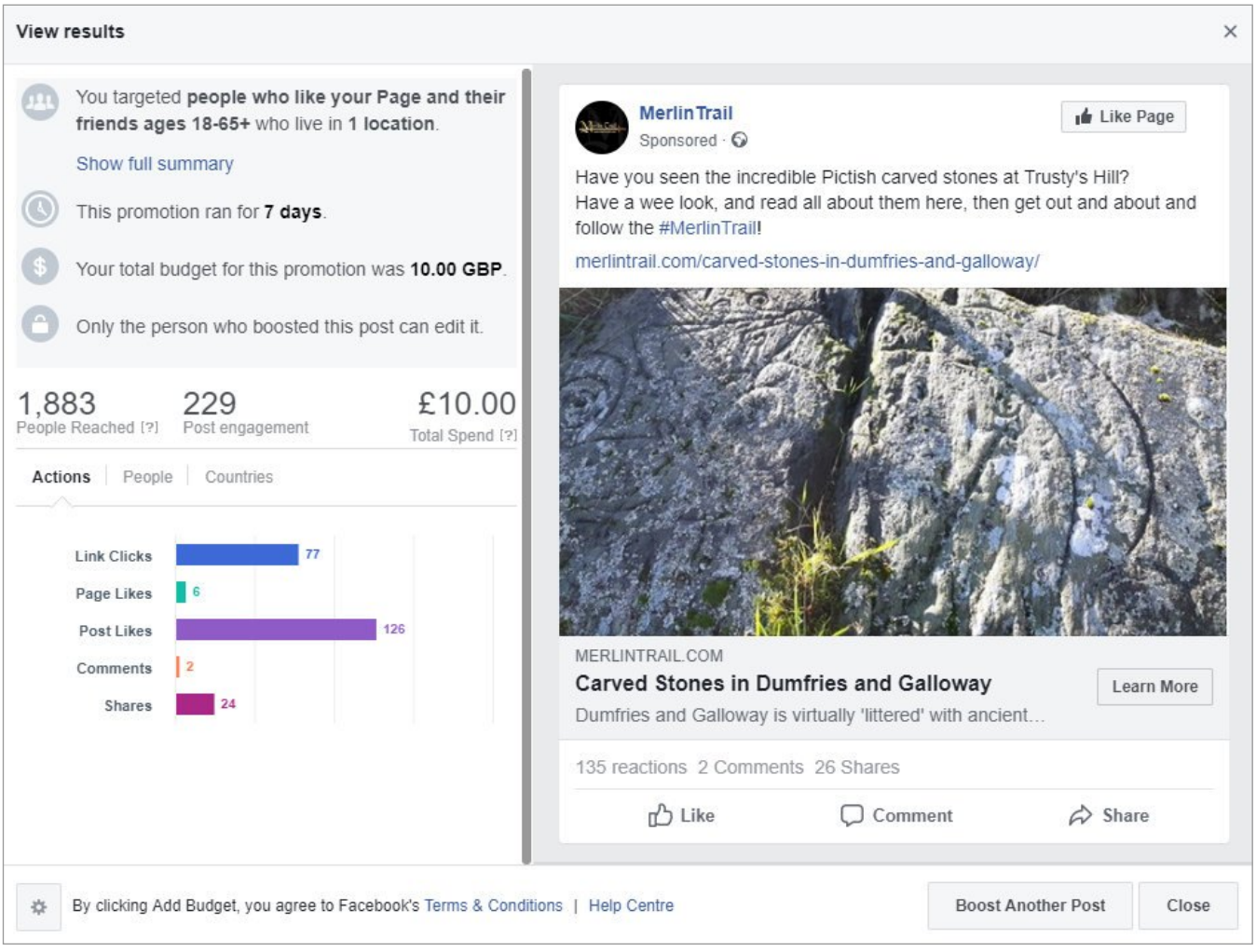


We welcome any **non-business related** original articles of relevance to the trail, which can be featured on the website and organically on Facebook at **no cost** if fully digitally supplied. Eg historical, walking routes, information on locations and facilities.

EXAMPLE OF SUBMITTED ARTICLE ABOUT LIDDEL'S STRENGTH LOCATION >

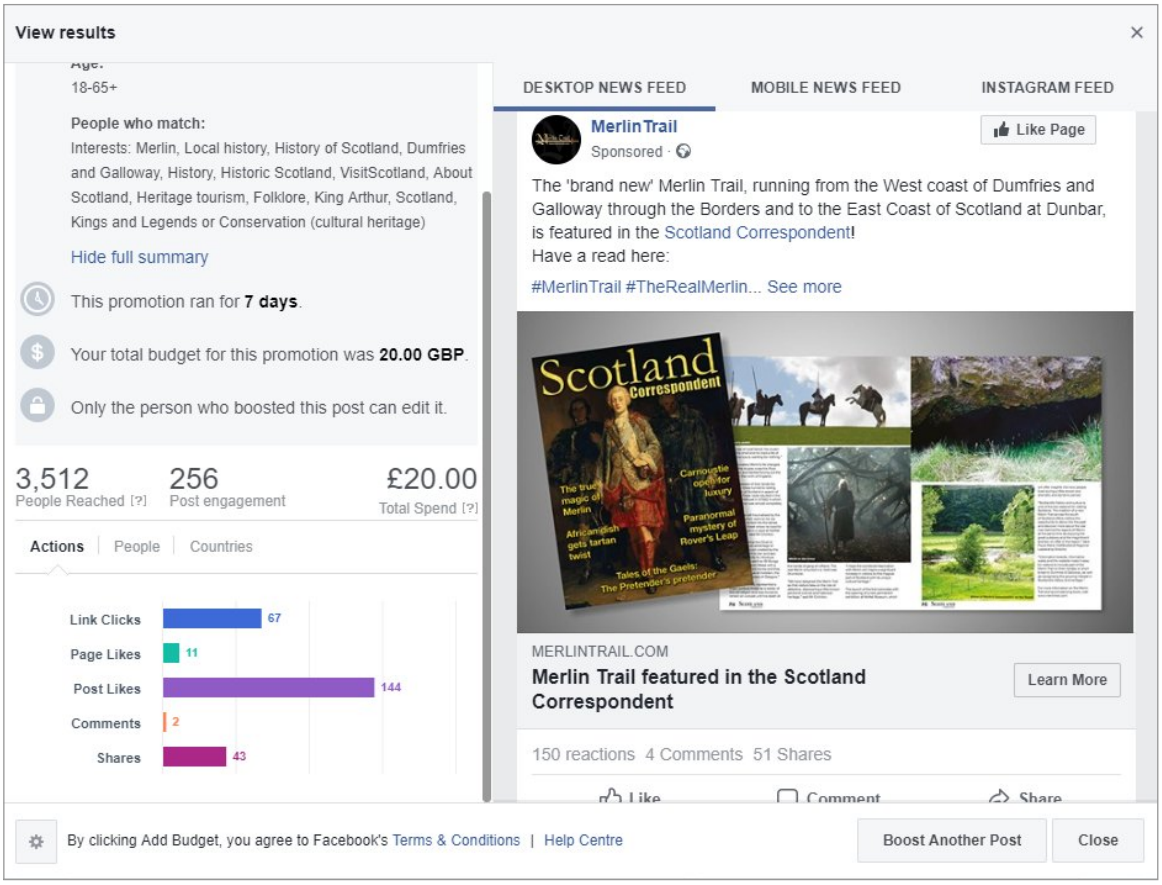


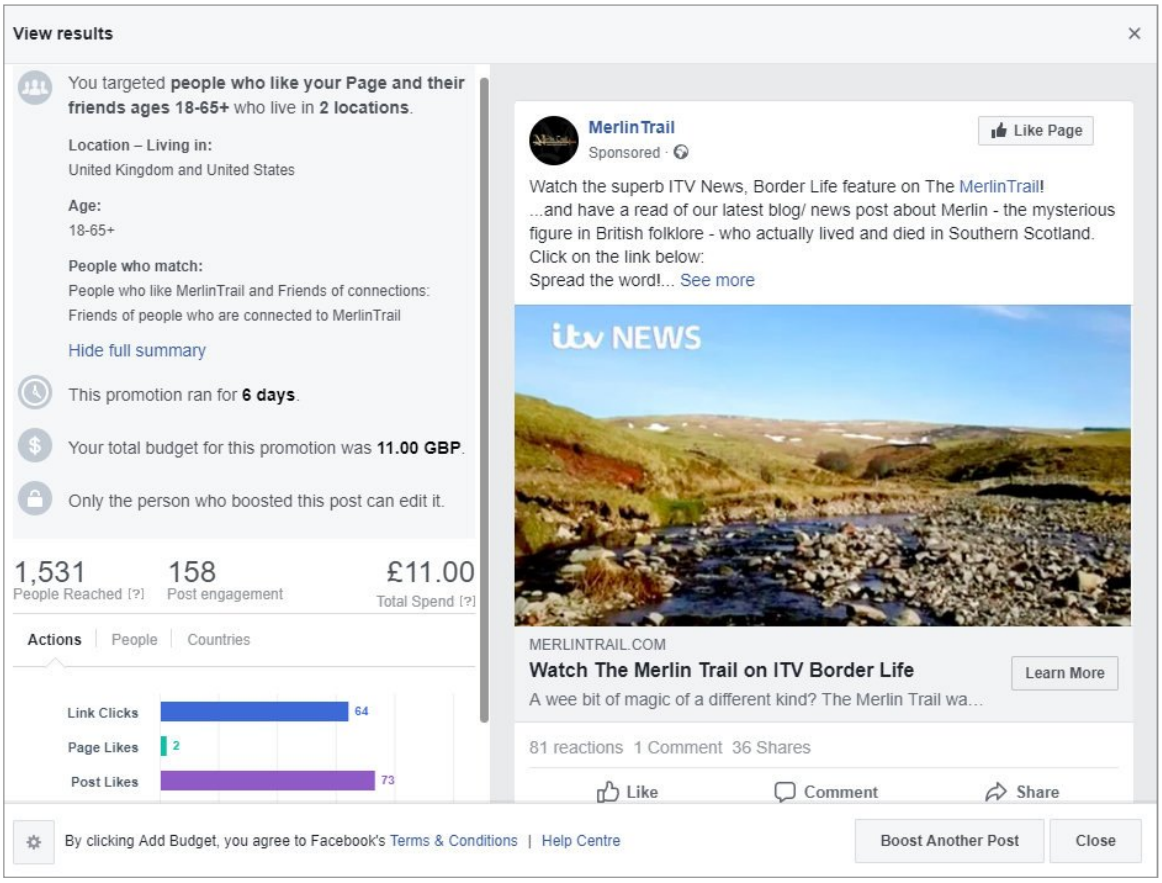
EXAMPLE OF SUBMITTED ARTICLE ABOUT TRUSTY'S HILL LOCATION >



Other Activity

We work with other publications and TV to promote the Merlin Trail, and create and share their productions on the website as well as Facebook.







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