

Advertising Guidelines



THIS IS
EDINBURGH

Thisisedinburgh.com is the Official Guide to Edinburgh. As such, Marketing Edinburgh relies on a certain standard of advertising content that reflects the design and authority of the site and is relevant to its users. Please see below for our advertising guidelines.

Sensitive categories: Marketing Edinburgh is happy to consider advertisements from a wide range of industries, however the following sensitive categories will not be considered:

- Any cities or organisations deemed to be direct competitors of the City of Edinburgh or Marketing Edinburgh
- Black magic, astrology and esoteric
- Cosmetic procedures and body modification
- Dating
- Drugs and supplements
- Get rich quick
- Politics
- References to sex and sexuality
- Religion
- Ringtones and downloadables
- Sexual and reproductive health
- Social casino games
- Video games (casual and online)
- Weight loss
- Gambling and betting

Banner advertisement guidelines

Design: The design of advertisements placed on thisisedinburgh.com must be in accordance with the design and functionality of the site. Dimensions and technical specifications will be provided on request.

Content

The content in placed advertisements must

- Not cause offence
- Not bring Marketing Edinburgh or any other relevant third party into disrepute
- Be well presented

If this is not the case, Marketing Edinburgh reserves the right to edit and alter the presentation of any information which you may submit. You will be made aware of any changes made.

Destination URL: By submitting your advertisement you confirm that the destination website URL for your advertisement campaign is a bona fide website owned by you or your website agent/designer.

Native advertisement guidelines

Marketing Edinburgh will have final editorial approval on all native advertorial material.

Native advertising content will appear on thisisedinburgh.com and so must adhere to the same high level of quality as the content already on the site. Advertorial material should consist of at least 600 words and include an image in landscape format and dimensions of at least 736x360 pixels. thisisedinburgh.com also has the functionality to embed videos from YouTube, if required.

All written content must be original and not appear anywhere else online, before or after publication on thisisedinburgh.com. If we find the same written content has been published elsewhere, we reserve the right to remove the content from the site.

In most cases advertorial content should be provided to Marketing Edinburgh. If this is not possible, please get in contact with the marketing team who will be happy to discuss your needs. Please bear in mind that if you require Marketing Edinburgh to create your advertorial content, this may have an impact on the costings and timescales of your campaign.

Please note: All sponsored content will be fully disclosed and all URLs within that content will be marked up with a "no-follow" tag.

Events

To qualify for our event promotion package, **the event must be in the City of Edinburgh** and, for the optimum benefit, be brought to our attention **at least two weeks in advance**.

Advertisements submitted to Marketing Edinburgh for inclusion on thisisedinburgh.com will be subject to approval by Marketing Edinburgh. We reserve the right to reject any material if they do not adhere to the guidelines above or for any other legitimate reason.