Art UK consultancy brief: digital advertising specialist
December 2022

The Brief
For the first time, Art UK is considering introducing display advertising onto the hugely popular and free-to-use art website ArtUK.org. We are looking for a commercial consultant who can advise on how to maximise the advertising potential of our site and associated communications channels, including our story content, social media channels and newsletter. We are looking for the following recommendations from this fixed-term project:

- An outline of the technical requirements necessary for the responsive running of display adverts on ArtUK.org
- Advice on the industry’s best service providers and technical solutions eg ad server, reporting tools
- A proposed inventory and suggested list of likely advertisers
- Recommendations on the use of banners, MPUs and native content, including a proposed rate card
- Input into development of the related media pack

About Us
Art UK is the online home of the national art collection, hosting over 300,000 artworks from museums and galleries across England, Scotland, Wales and Northern Ireland. We work with 3,400 institutions and venues in the largest-ever cultural collaboration of its kind. In the last 12 months we have had 4.6million unique visitors, with an annual audience growth rate of 20%, with monthly users between 400,000 and 450,000. Our audience is predominantly an older and wealthy demographic, with a 50/50 split between the UK and international users. There are distinct areas of the site which have strong registered user numbers, e.g., 60,000 Art Detective users, and we have a newsletter subscriber base of 40,000 and growing.

About You
An experienced media specialist, you will have a deep understanding of the digital advertising landscape from both the sales and buyer’s perspectives. As a consultant, you will have advised similar cultural organisations on how to monetise their digital communications assets as well as organisations outside the cultural space. You will be able to analyse the detailed ArtUK.org offering and make reliable recommendations on inventory and rate card. You will be capable of taking a holistic approach to ensure we can offer a variety of compelling packages to advertisers. With an impressive technical knowledge, you will be able to pinpoint technical requirements matched with appropriate service providers. With strong networks in the paid media field, we’d expect you to be able to make introductions with paid media agencies, advertisers etc.
Summary of work required

The consultant will be required to:

- Produce a written report outlining a display advertising strategy for ArtUK.org, which is presented to the senior management team
- This briefing will include a list of technical requirements, recommendations on tech systems and suppliers, suggested inventory and rate card, and a financial forecast
- Make key introductions to suppliers and relevant media agencies

Proposal to tender

The consultant’s proposal to tender for this work should be no longer than two pages of text (not including a CV, which can also be attached).

The tender should include details of the relevant experience and competency possessed by the consultant to undertake this work, including the following:

- Previous experience of producing advertising sales strategies for digital organisations
- Ability to analyse and recommend on technical requirements
- Experience of building inventories and setting rate cards
- Excellent network of contacts within digital advertising field

Payment terms

The fee for this work is £7,000 (+ VAT).

Application process

Please submit your tender to recruitment@artuk.org using the email subject ‘Tender for Art UK Digital Advertising Strategy’. Closing date for tenders: 9am, 3rd January 2022.

Timeframe

The final report and associated presentation are to be delivered to Art UK by 31st January 2022.