

# Advertising and sponsorship **opportunities**

A man in a brown suit is captured mid-jump on a sandy beach. He is holding a large, bright red ball on his head. The ball is the central focus and contains the text 'STAND OUT!'. The background shows the ocean and a cloudy sky.

STAND OUT!

Image credit: Paul Blakemore

Contact Will Jenkins

01934 426 474 • [will.jenkins@n-somerset.gov.uk](mailto:will.jenkins@n-somerset.gov.uk)

[www.n-somerset.gov.uk/advertising](http://www.n-somerset.gov.uk/advertising)



# INTRODUCTION



- **four towns (Weston-super-Mare, Clevedon, Nailsea, Portishead)**
- **35 rural parishes (from Abbots Leigh to Yatton)**
- **98,000+ households**
- **211,000+ people**
- **9.7 million tourist visits, spending £350m\***
- **750 businesses employing 10-49 people\*\***

North Somerset is well connected with the M5 and rail services running through the area to London, Birmingham, the South West and beyond.

It's also home to Bristol Airport, the fifth largest UK airport outside London and the fastest growing over the last decade.

Bristol Port/Royal Portbury Docks is the UK's most centrally located deep water port. Its central location and direct access to motorway and railway makes it a very economical port distribution location.

Weston-super-Mare is already the third largest community in the West of England area after Bristol and Bath – and is expected to jump to second place in the next ten years.

\*Economic Impact Report 2015

\*\*North Somerset's Economic Plan 2017-2036

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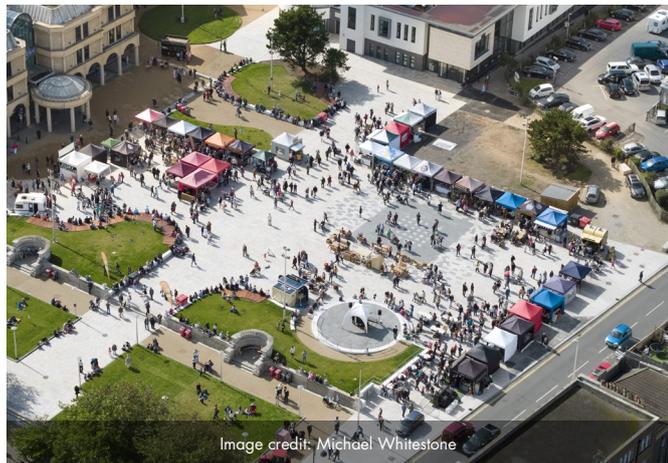
# ADVERTISING WORKS WITH US

## Coverage

**No matter your audience, we have the solution for you.**

Our opportunities can give you general brand awareness campaigns or specific messages targeted directly at your audience.

Our advertising reach extends to over 200,000 residents and nearly ten million tourists every year.



## Opportunities

**Unique access across North Somerset offering opportunities you can only find here.**

From outdoor (lamp post banners, roundabouts, bus shelters and more) to indoor (tv screens in our council buildings, staff newsletters) and everything else in between (exclusive sponsorship opportunities on the Strawberry Line, North Somerset Life). Our multiple channels allow you to trial campaigns in ways you may not have previously tried.

## The perfect offer

**We'll tailor packages to meet your needs and work with you before, during and after your campaign to maximise your return.**

You'll get a professional service from start to finish and our competitive rates allow even the smallest budgets space to advertise while also providing real value for money for those with a larger budget to spend.



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Four quarterly issues plus two specials published each year.

Now in its fourteenth year, Life is distributed to nearly 100,000 homes across North Somerset, reaching over 200,000 residents with a readership of 102,000\* - more than any other local media.

Royal Mail distribute the magazine, guaranteeing delivery of your advert. Life features news, events and key information from North Somerset Council that matter to local residents – view copies of life:

[www.n-somerset.gov.uk/nsl](http://www.n-somerset.gov.uk/nsl)

## How much does it cost?

**Quarter page** £606 (plus VAT)

**Half page** £970 (plus VAT)

**Full page** £1,819 (plus VAT)

**Premium position - inside front cover**  
£2,061 (plus VAT)

**Premium position – back cover** £2,304 (plus VAT)

Discounts available for multiple bookings

## Booking deadlines

Issue	Month	Booking deadline (artwork needed one week later)	Delivered by Royal Mail w/c
139	May 18	Fri 16 Mar	Mon 30 Apr
SUMMER	Jul 18	Fri 18 May	Mon 2 Jul
140	Sep 18	Fri 20 Jul	Mon 3 Sep
WINTER	Nov 18	Fri 21 Sep	Mon 5 Nov

## Your own centrespread pull-out supplement

Choose from:

- **4 pages** £4,000 (plus VAT)
- **8 pages** £8,000 (plus VAT)
- **12 pages** £12,000 (plus VAT)
- **16 pages** £16,000 (plus VAT) supplement has own staple

## How to supply your advert

All prices include the design of your advert. If you want to supply your own artwork, please provide as a high resolution PDF or JPEG (300dpi) with fonts embedded.

**Full page** - 284mm high x 202mm wide (plus 3mm bleed)

**Half page** - 132mm high x 186mm wide

**Quarter page** – 132mm high x 90mm wide

\*North Somerset Residents Survey 2016

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[www.n-somerset.gov.uk](http://www.n-somerset.gov.uk)

Our website enables residents and visitors to access a wide range of council services including council tax, recycling services, jobs and school information.

We generate an average of 740,000 ad impressions each month. Our website provides advert space for your business within an environment that's:

- brand-safe
- used by a diverse audience.
- trusted by many

## Choose the right page for you

Tell us which page you'd like and your chosen size and we'll get you booked in.

Prices start at £10 for 1,000 views (minimum booking of 10,000 views) per month. For maximum effectiveness we would recommend a package of at least 30,000 impressions each month for 2-3 months.

## Design

We can design your ad for £50 (plus VAT). You own the copyright so we'll send you the finished advert to use elsewhere once it's approved.

After your campaign has ended we can provide valuable analytical information that covers:

- click through rate
- popularity of advert by device
- timings when your advert was clicked on/viewed

The screenshot shows the top navigation bar of the North Somerset Council website. It includes the council logo, menu items for 'My services', 'My business', 'My council', and 'Do it online', a search bar, and buttons for 'Sign in', 'Register', and a help icon. Below the navigation is a breadcrumb trail: 'My business / Business support and advice'. The main content area features a large advertisement for 'WE DO YOUR BED & BREAKFAST INSURANCE' with a 'GET A QUOTE' button and the Direct Line logo. Below the ad is a section for 'Business support and advice' with a circular icon containing a hand holding a graph. To the right, a 'You may also like...' section lists 'Looking for a planning application'.

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## Go digital on our car park meter screens.

- Each screen package gives you a year of advertising.
- Display a video, animation or still image (adverts show for ten seconds).
- Choose from our 21 busiest locations in Weston-super-Mare and Clevedon.

Location	Screens you get	Mar – Aug Price + VAT	Sep – Feb Price + VAT
<b>Melrose, WsM</b>	3	£300	£200
<b>Weston Seafront 1-3</b>	3	£255	£170
<b>Weston Seafront 4-6</b>	3	£240	£160
<b>Weston Seafront 7-10</b>	4	£200	£175
<b>Grove Park Car Park</b>	2	£150	£100
<b>Knightstone Causeway Car Park</b>	2	£135	£90
<b>Salthouse Fields Car Park</b>	2	£135	£90
<b>Hampton Car Park</b>	1	£75	£50
<b>Madeira Car Park</b>	1	£75	£50

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## Roundabouts

We currently operate sponsorship schemes on 20 roundabouts in North Somerset.

Your business can be seen by up to 30,000 vehicles each day on four signs facing each entry point onto the roundabout.

You will be the sole sponsor of the roundabout so your signs will not be cluttered with other advertisers. Sponsorship starting from as little as £23 per week

View availability here: **Roundabout Availability**



## Event sponsorship

North Somerset Council is responsible for organising and hosting some of the most popular events in the area.

Please contact us if you'd like to sponsor any of these events or for brochures relating to specific events.

- Weston Air Festival and Armed Forces Day
- Council Staff Awards
- Tropicana events
- Seafront events and promotions

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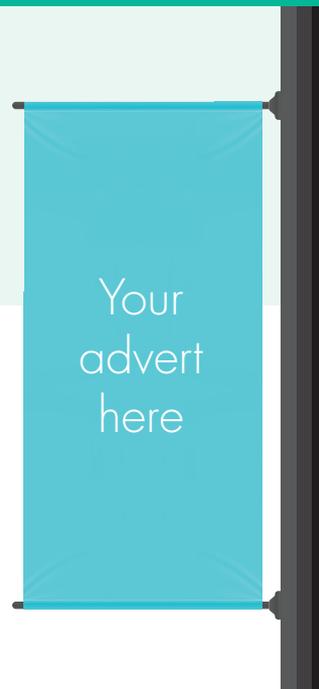
# OUTDOOR

Lamp post banners



We have 18 banners available on Marchfields Way, a key arterial route into town and one of the busiest retail areas of Weston-super-Mare.

Your advert will appear on both sides of each banner giving your business visibility to inbound and outbound traffic.



View availability here: [Marchfields Way Banner Locations](#)

Banner location	Banners	Advert duration	Price (plus VAT)
<b>Marchfields Way Group 1</b>	3	12 Months	£2,950
<b>Marchfields Way Group 2</b>	3	12 Months	£2,950
<b>Marchfields Way Group 3</b>	3	12 Months	£2,950
<b>Marchfields Way Group 4</b>	3	12 Months	£2,950
<b>Marchfields Way Group 5</b>	3	12 Months	£2,950
<b>Marchfields Way Group 6</b>	3	12 Months	£2,950



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# OUTDOOR

Bus shelters



Choose a bus shelter, get it wrapped in your branding.

All prices include design, manufacture and installation of your shelter wrap and are for a 12 month period.

Number of shelters	Price (plus VAT)
1	£1,200
5	£4,450
10	£7,750



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## Or why not try our digital timing screens?

A great way to promote your business to travellers at specific bus stop locations in Weston-super-Mare and North Somerset.

The screens display timing messages for specific bus routes and can display your advert in between these messages.

Screens	Per fortnight	One year
1	£25	£500
8 (in any location)	£150	£2,750
20 (all in Weston-super-Mare)	£350	£6,750
25 (all in North Somerset)	£400	£8,000

All prices exclude VAT

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# OUTDOOR

Car parks



With 12 car parks in key locations you can target your message to one and a half million residents and visitors who use them each year.



## Opportunities available:

- poster sites
- billboard sites
- ticket advertising
- pillar and bollard wraps
- 6-sheet sites
- promotional space
- barrier advertising



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Combine opportunities and increase the effectiveness of your campaign.

Reach more people and get bigger discounts.

See suggestions below but get in touch to discuss how we can tailor a package to suit your needs.

### Print and digital package

(prices exclude VAT)

- premium page in North Somerset Life – back cover (£2,304)
- one month of 50,000 web ad impressions (£50)
- full page advert in four consecutive weekly editions of staff magazine 'The Knowledge' (£200)
- three months of advertising on all ten council tv screens (£425)

Campaign reach: 300,000+

**Campaign price: £2,499**

**Saving £480**

### Outdoor package

(prices exclude VAT)

Dominate a specific area with your branding to maximise awareness of your business in North Somerset.

- 12 month roundabout sponsorship (£1,500 - £2,900)
- 12 month lamp post column sponsorship (£2,950)
- 12 month bus shelter wrap (£1,200)

Campaign reach: 1 Million+

**Campaign price: starting from £5,000 - £6,000**

**Saving £650 - £1,050**



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