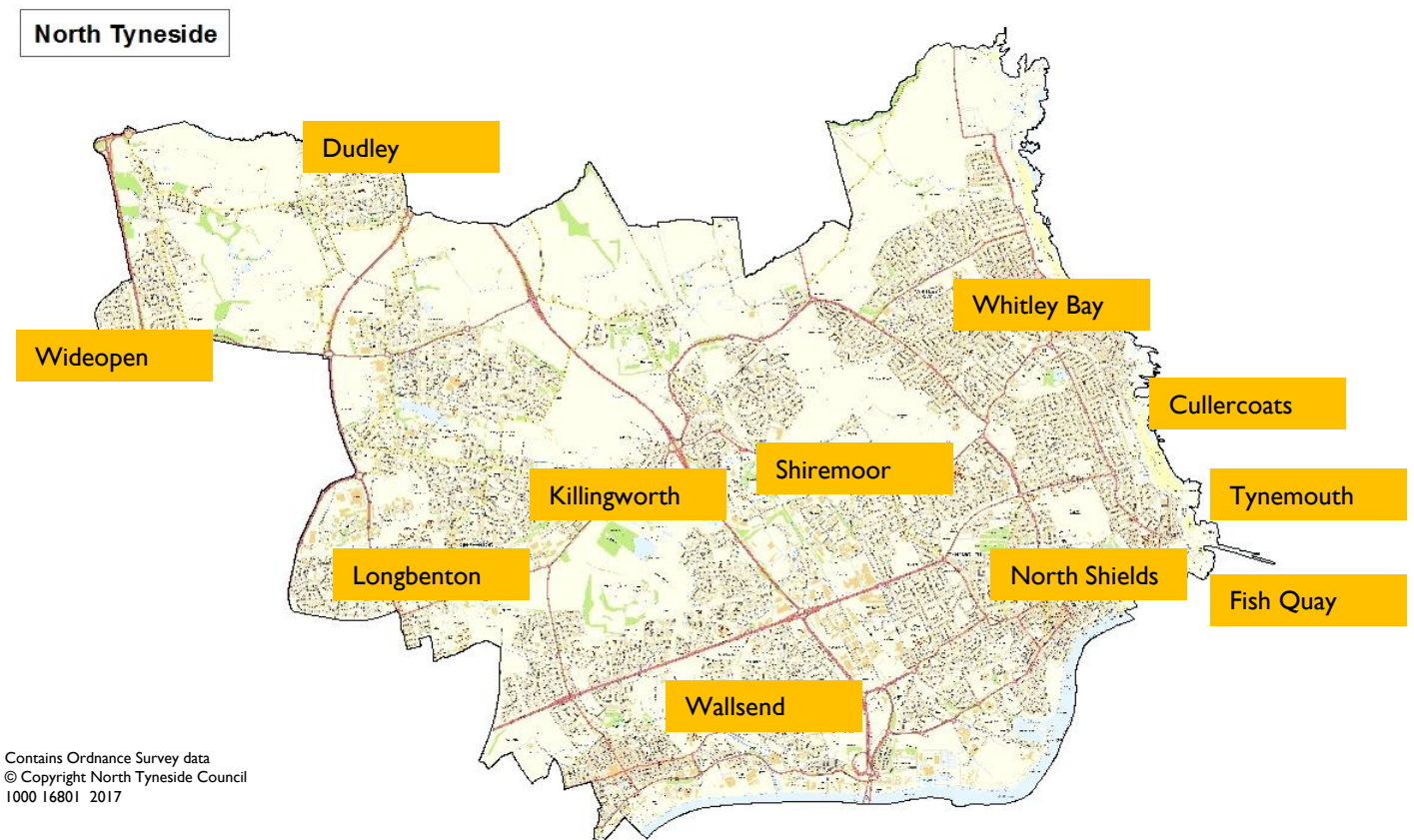


# Advertising Rate Card 2019



**Contact the team**

E-mail [marketing@northtyneside.gov.uk](mailto:marketing@northtyneside.gov.uk)

Telephone 0191 643 7077



North Tyneside Council

# Bridge banners

With approximately 45,000 vehicles a day passing under them, the A1058 Coast Road bridges are a great place to let people know about your event or business.

Banners are seven metres long and two sites are available:

- Station Road eastbound – heading towards the coast
- Station Road westbound – heading towards Newcastle



Each site is £450 per fortnight. Design, if required, is included in the cost.

All prices exclude VAT.

Dimensions are 7000mm x 900mm.

Artwork should be supplied in high res PDF.

We can design the banner for you at no extra cost, based on images, text and a design brief being supplied – two proofs are provided.

Charges for sourcing images and additional proofs can be provided as required.

Banners are produced and installed by an authorised contractor.



# Roundabouts

Roundabout advertising is available at sites across North Tyneside and is visible to drivers all day, every day.

Choose a location near your business to let drivers know where you are, or select a variety of sites to maximise visibility.



Each panel costs £1,500 per year. Discounts are available if booking more than one.

This annual fee can be paid in full, or you can spread the cost with monthly direct debit payments. Artwork can be changed at any point, eg to promote your seasonal offers, at a cost of £50 per panel per change.

All prices exclude VAT.

Dimensions are 1500mm x 350mm.

Artwork should be supplied in high res PDF.

We can design the panel for you at no extra cost, based on images, text and a design brief being supplied – two proofs are provided.

Charges for sourcing images and additional proofs can be provided as required.

Panels are produced and installed by an authorised contractor.



# 'Our North Tyneside' magazine

'Our North Tyneside' is North Tyneside Council's free residents' magazine, providing news and information about local events and services.

Published at A4 size, it is delivered to around 95,000 households in the borough and copies are also distributed via council buildings.

'Our North Tyneside' is the most used source of information about the council\*.

- Full page: £1,100 297mm (H) x 210mm(W)
- Back page: £1,500
- Half page: £ 550 122mm (H) x 194mm (W)
- Quarter page: £ 350 122mm (H) x 93mm (W)

All prices exclude VAT.



## **2019 issues:**

**Spring:** distributed 4-15 March, booking deadline 11 January

**Summer:** distributed 17-28 June, booking deadline 26 April

**Winter:** distributed 4-15 November, booking deadline 6 September

Artwork should be supplied in high res PDF with crop marks. Allow 3mm bleed all round.

We can design the advertisement for you at no extra cost, based on images, text and a design brief being supplied – two proofs are provided.

Charges for sourcing images and additional proofs can be provided as required.

\* Independent Residents' Survey, conducted by Ipsos MORI



# Bin posters

Floor mounted bins are an excellent, cost-effective platform on which to raise the profile of your company and promote your business, event or service. Adverts are visible to thousands of passing pedestrians, cyclists and motorists, all day, every day.

We have bin locations along the seafront from St Mary's to Tynemouth and on to the Fish Quay; as well as Wallsend, Whitley Bay and North Shields town centres.

Duration	Cost	Number of posters
4 weeks	£200	20
3 months	£500	
6 months	£1,000	
9 months	£1,500	
12 months	£2,000	



All prices exclude VAT.

Registered charities receive 10% discount on rate card (terms and conditions apply).

Artwork format is A3 (include a 5mm invisible border - no crop marks).

Artwork should be supplied in high res PDF.

If you would like us to create an advert for you, design is charged at £40 per hour based on images, text and a design brief being supplied.

If you want to advertise for a longer duration and would like to update the artwork at some point, this can be done for a charge of £50 per change.

