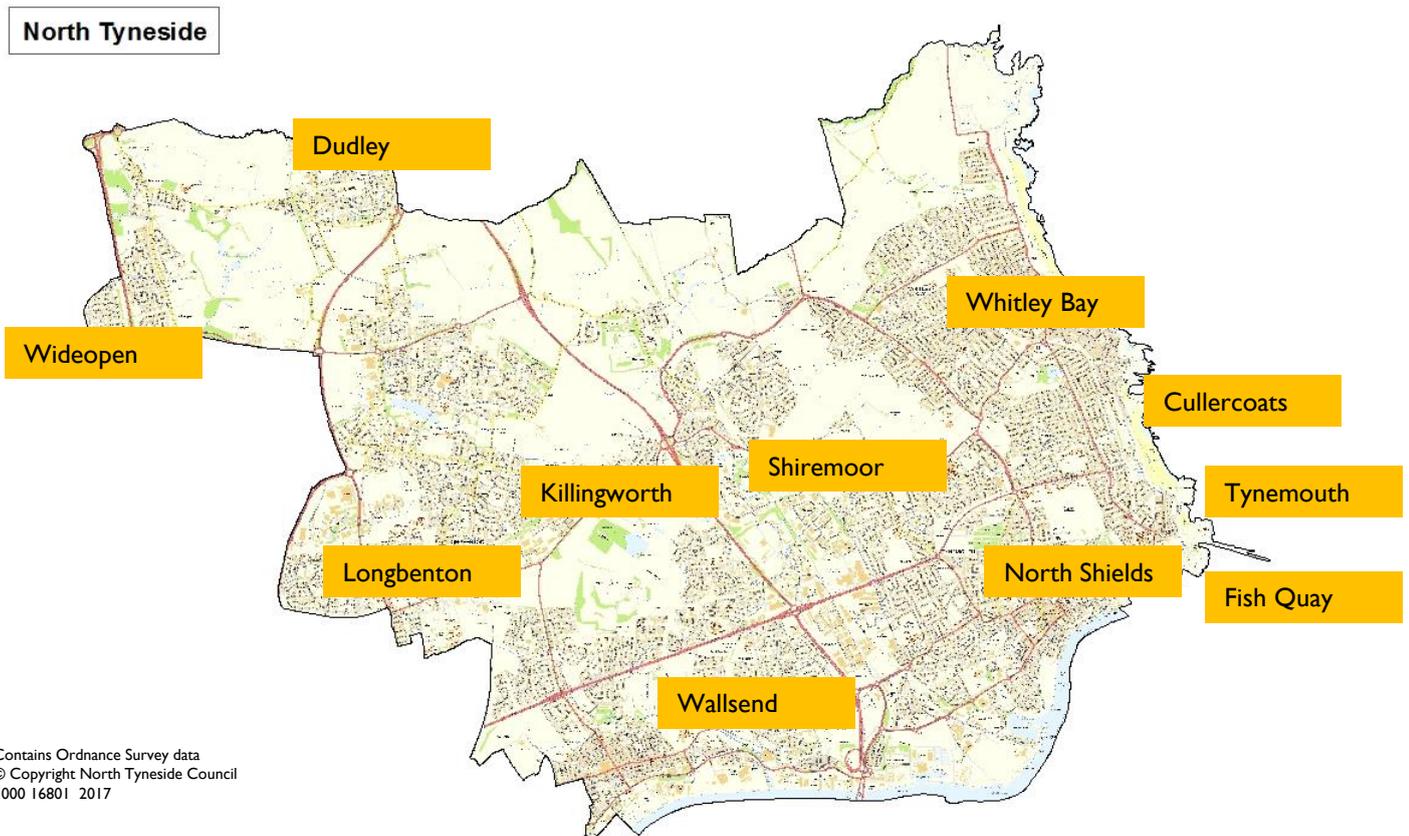


# Advertising Rate Card 2022



**Contact us:**

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



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.



Cost per panel:

- £1,500 for 12 months
- £800 for 6 months
- £500 for 3 months

Discounts are available if booking more than one panel.

This 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. Discounts are available if booking for more than one issue.

## 2022 issues:

**Spring:** distributed 7-18 March, booking deadline 28 January

**Summer:** distributed 27 June-8 July, booking deadline 20 May

**Autumn/Winter:** distributed 7-18 November, booking deadline 30 September

All distribution dates subject to confirmation nearer the time.

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

