

# STAND OUT IN THE CITY

ADVERTISING IN DERBY



Derby City Council



ADVERTISING IN DERBY

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# ABOUT US

Council House Promotions was established in 2013, with the aim to support the local economy by providing low cost advertising opportunities for local businesses whilst also promoting Council services and Derby as a city.

We aim to provide our customers with the most clear, concise and effective campaign possible whilst delivering an affordable and professional service.

## Why advertise in Derby?



**FASTEST GROWING**

city in the East Midlands



**34,000**

students at the University of Derby



**2.1M PEOPLE**

within 45 minutes reach of the city



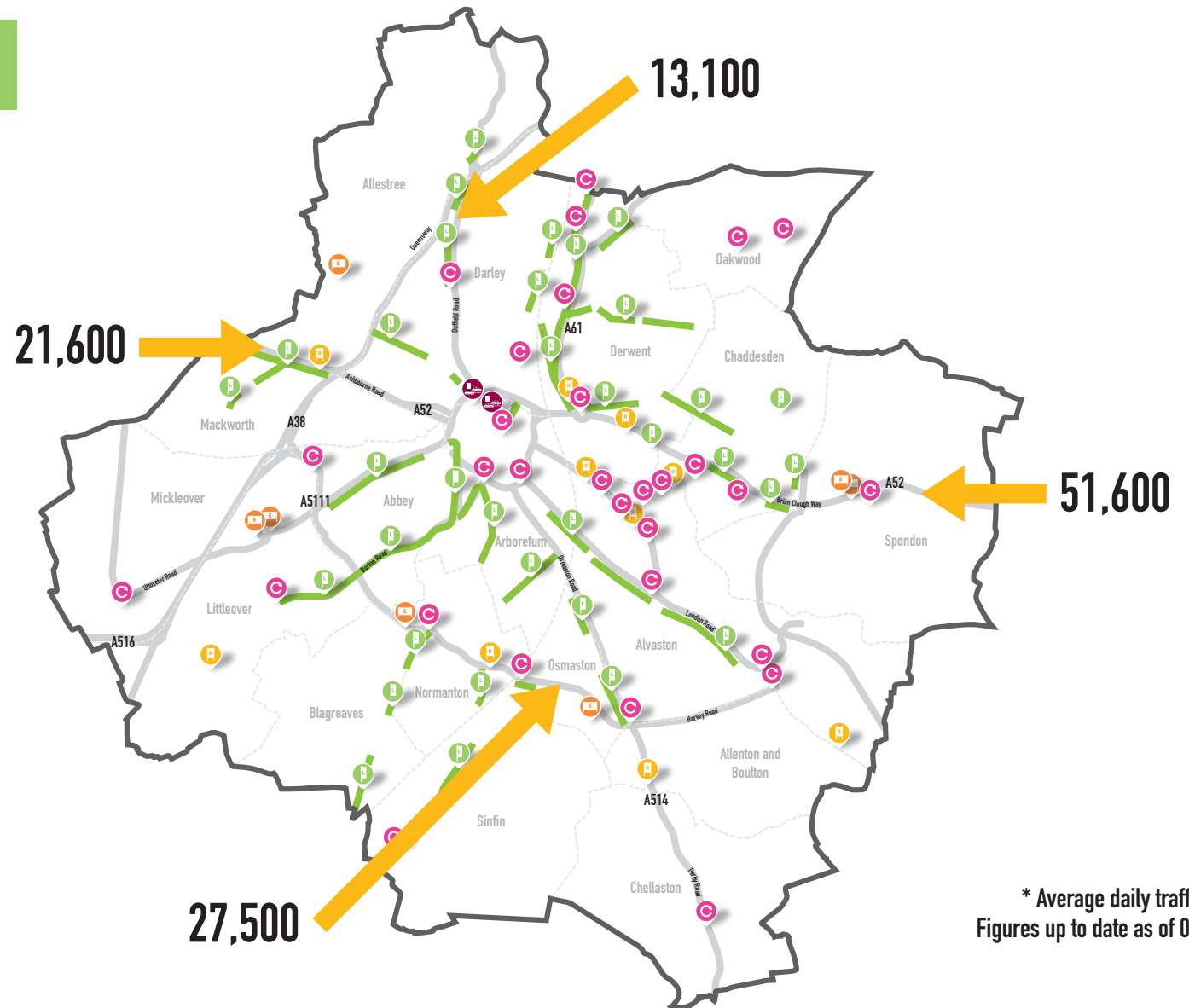
**£2BN**

of investments planned for the future



# LOCATION MAP

View all our locations [here](#).



| Road Name              | Traffic flow* |
|------------------------|---------------|
| A52                    | 51,600        |
| St Alkmunds Way        | 45,800        |
| Raynesway              | 31,600        |
| Warwick Avenue         | 31,200        |
| Sir Frank Whittle Road | 26,900        |
| Osmaston Park Road     | 27,500        |
| Harvey Road            | 23,300        |
| Kingsway               | 23,100        |
| Ashbourne Road         | 21,600        |
| Duffield Road          | 13,100        |

\* Average daily traffic flow.  
Figures up to date as of 04.10.18

# BOOKING AND INFORMATION

## STEP 1

Use our online booking form at [derby.gov.uk/advertise](https://derby.gov.uk/advertise) or contact us: email: [advertise@derby.gov.uk](mailto:advertise@derby.gov.uk) or tel: **01332 643427**

## STEP 2

Look through our availability and choose the right assets for your campaign. The Advertising team can help you plan the best campaign.

## STEP 3

Receive official quote.

## STEP 4

Sign and return quote, including agreed payment terms.

## STEP 5

Design artwork (to design spec) and send over to [advertise@derby.gov.uk](mailto:advertise@derby.gov.uk) making sure to meet our lead time.

## STEP 6

Your advertising goes up!

## INSTALLATION

High quality production and installation included in the advertising fee (please note printed materials remain the property of Derby City Council).

## MAINTENANCE

Each asset - both outdoor advertising and in the Bus Station - is maintained for the duration of the agreement.

## TIME SCALES

Two - four weeks from when artwork is received.

## DESIGN

Our friendly and experienced in-house design team can produce print-ready artwork from £50+VAT, just contact us for more information. You can provide your own artwork, please check the Advertising Guidelines before you start any work. Examples of our design work can be found at [derby.gov.uk/advertise](https://derby.gov.uk/advertise).

Keep an eye on [derby.gov.uk/advertise](https://derby.gov.uk/advertise) for regular offers and promotions, or join our mailing list by emailing [advertise@derby.gov.uk](mailto:advertise@derby.gov.uk)

# OUR ADVERTISING POLICY

Derby City Council is committed to developing appropriate advertising and sponsorship opportunities, to support its core activities either directly or indirectly. It will encourage commercial relationships which do not conflict with the delivery of its strategic goals.

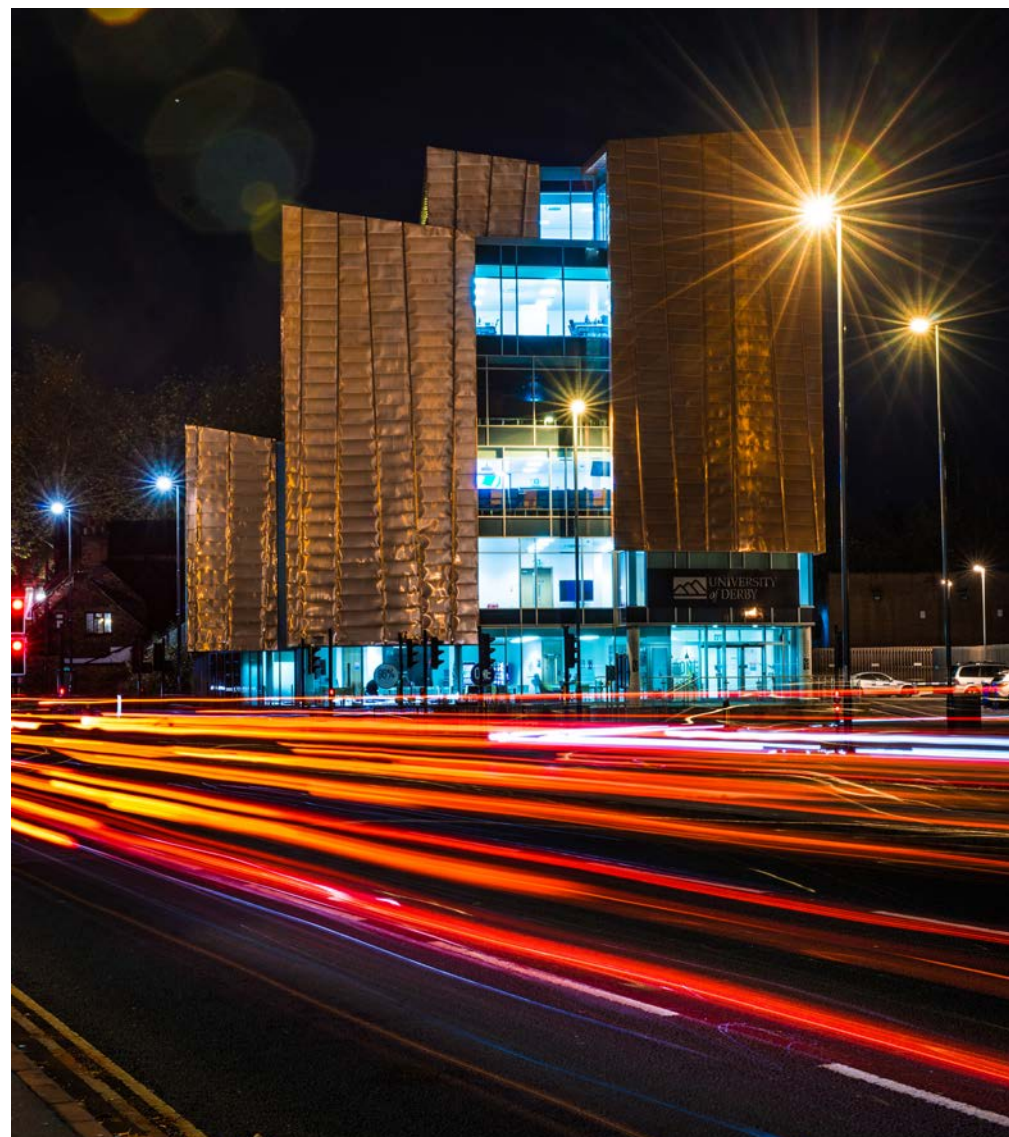
The policy aims to provide helpful advice to prospective advertisers and sponsors on what is, and is not, acceptable form of advertising for the Council.

The policy relates to advertising and sponsorship opportunities connected to the Council's assets, services, events and other activities that it has responsibility for.

Please read and understand what is, and is not acceptable for the Council to advertise before you contact us.

For more information please go to [derby.gov.uk/advertise](https://derby.gov.uk/advertise), email [advertise@derby.gov.uk](mailto:advertise@derby.gov.uk) or call us on **01332 643427**.

To read the policy, please click [here](#).



# ***OUTDOOR ADVERTISING***



# LAMPPOST BANNERS



Lamppost banners offer an unrivalled opportunity to project your message to shoppers, businesses and visitors to the city. We have over 400 highly visible, photographic quality banners located at key city centre, commuter and neighbourhood locations.

## SIZE

600mm x 1500mm, portrait (double sided).

## CONTENT

Double sided, full colour; flexible content including logo, web address and other factual detail. Design restrictions apply.

## PRICING

Minimum three month booking, longer terms and discounts available.

FROM...

**£400\***

**+VAT PER THREE MONTHS**

**\*Please note** if traffic management is required to install the banners the client will be liable for the cost. The cost will be included in the quote.



# ROADSIDE BOARDS



Our Roadside Boards are the ideal way to raise your profile, advertise your events, campaigns or promotions. Located at key city centre, commuter and neighbourhood locations including Pride Park and Ashbourne Road.

## SIZE

1200mm x 1800mm, 6 sheet portrait.

## CONTENT

Full colour; flexible content including logo, web address and other factual detail. The 'x' height of all text must be over 60mm high. Design restrictions apply.

## PRICING

Minimum one month booking, longer terms and discounts available.

FROM...

**£450**

**+VAT PER MONTH**



# EVENT BOARDS



Large format advertising boards in prime city centre, commuter and neighbourhood locations including Pentagon Island, Kingsway and the A52 Brian Clough Way. Ideal for advertising your business events, campaigns and promotions.

## SIZE

3000mm x 1500mm, landscape.

## CONTENT

Full colour; flexible content including logo, web address and other factual detail. The 'x' height of all text must be over 60mm high. Design restrictions apply.

## PRICING

Minimum one month booking, longer terms and discounts available.

FROM...

**£600**

**+VAT PER MONTH**



# ROUNDABOUTS



We have over 30 Roundabouts in high traffic areas offering your business presence and brand awareness all year round. Large advertising boards in key city centre, commuter and neighbourhood locations including Pentagon Island, Pride Park and Uttoxeter New Road.

## SIZE

Size A – 1500mm x 475mm, landscape.  
Size B – 1300mm x 430mm, landscape.  
Size C – 1000mm x 355mm, landscape.

## CONTENT

Full colour; flexible content including logo, web address and other factual detail. The 'x' height of all text must be over 50mm high. Design restrictions apply.

## PRICING

Minimum 12 month booking, variation of term can be considered.

FROM...  
**£1500\***  
+VAT PER YEAR

# ***DERBY BUS STATION***

# ADVERTISING IN DERBY BUS STATION

Low cost advertising to over 30,000 potential customers every day!

We are offering low cost, high impact advertising at Derby Bus Station which has approximately 11 million passengers a year. That's nearly one million each month and over 30,000 potential customers each day!

The bus station is open every day of the year except Christmas Day and New Year's Day and the standard operating hours are:

- 5.30am to midnight, Monday to Saturday
- 7.15am to midnight on Sundays and bank holidays.

Meaning your advert could be on view to 11 million people for over 18 hours a day, 363 days of the year!



**30,000**

people use the bus station each day



**261,400**

live in the city (ONS 2021)



**1,000,000**

shoppers and workers visit each month



**TOURIST  
HOTSPOT**

the city attracts 8 million visitors every year





# FOUR SHEET POSTERS



These popular posters, located in prominent positions along the concourse, are the perfect way to reach all bus station users.

## SIZE

1016mm x 1524mm, portrait.

## NUMBER OF SITES AVAILABLE

10

## CONTENT

Single sided, full colour; flexible content including logo, web address and other factual detail.

## PRICING

Minimum one month booking, longer terms and discounts available.

FROM...

**£150**

**+VAT PER MONTH**

# BAY DOOR VINYL



These large vinyls target specific bay users as well as being visible across the bus station.

## SIZE

Bays: 1,2,3,6,7,10,11,14,15,18, 19 1260mm x 2570mm, portrait.  
Bays: 5,9,13,17,21, 22 1160mm x 2570mm, portrait.

## NUMBER OF SITES AVAILABLE

17

## CONTENT

Full colour; flexible content including logo, web address and other factual detail.

## PRICING

Minimum one month booking, longer terms and discounts available.

FROM...

**£250**

**+VAT PER MONTH**



# EXIT PANEL BANNERS



Reaching all people exiting the bus station, these panels are a great way to showcase your event or services.

## SIZE

2400mm x 930mm, landscape.

## NUMBER OF SITES AVAILABLE

4

## CONTENT

Full colour; flexible content including logo, web address and other factual detail.

## PRICING

Minimum one month booking, longer terms and discounts available.

FROM...

**£285**

**+VAT PER MONTH**

# EXIT DOOR GRAPHICS



Targeting people exiting the bus station, these eye level vinyls are a great way to showcase your event or services.

## SIZE

860mm x 850mm, portrait.

## NUMBER OF SITES AVAILABLE

4

## CONTENT

Full colour; flexible content including logo, web address and other factual detail.

## PRICING

Minimum one month booking, longer terms and discounts available.

FROM...

**£150**

**+VAT PER MONTH**



# LARGE BANNER GRAPHICS



Want to make a statement?? These large, high-level banners will give your business the wow factor.

## SIZE

7850mm x 1700mm, landscape.

## NUMBER OF SITES AVAILABLE

3

## CONTENT

Full colour; flexible content including logo, web address and other factual detail.

## PRICING

Minimum one month booking, longer terms and discounts available.

FROM...

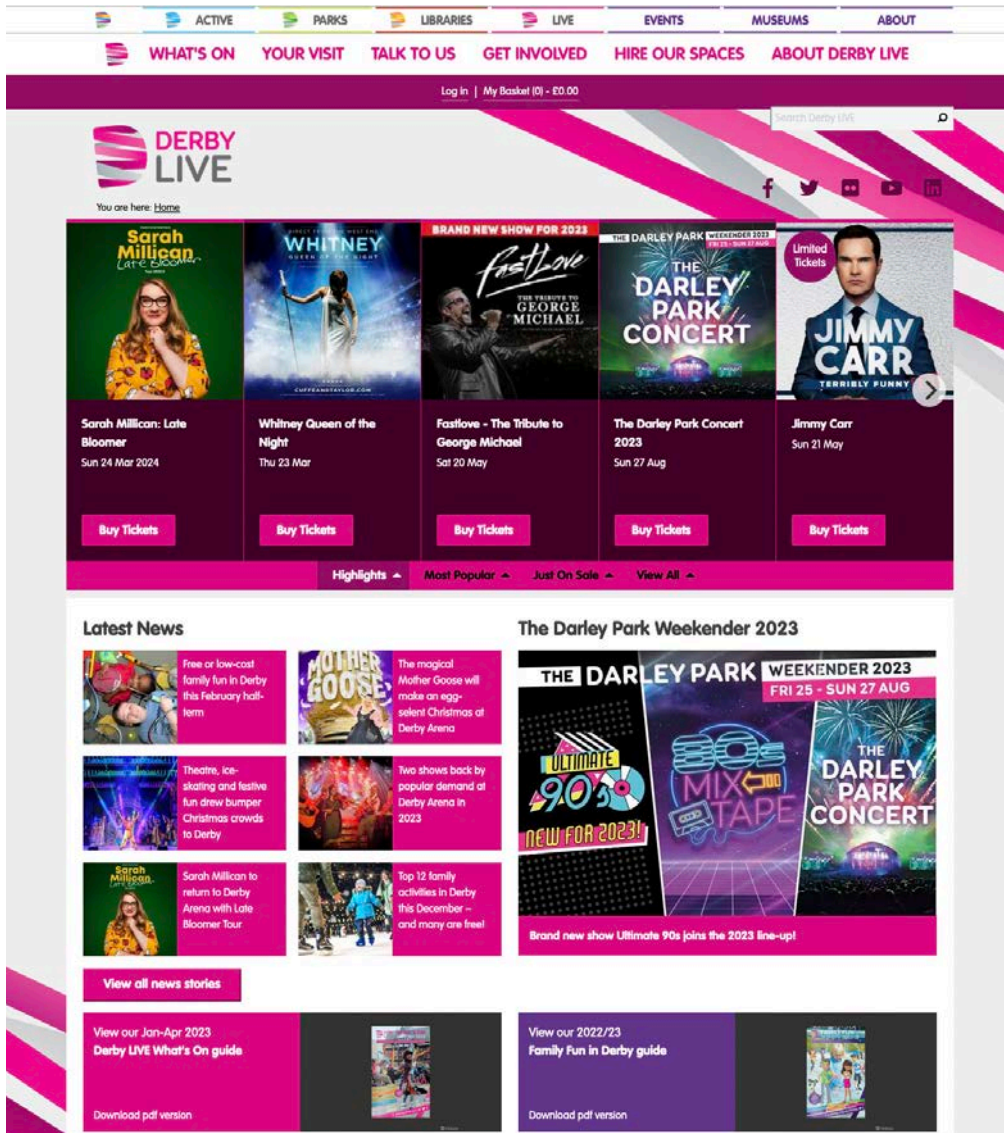
**£700**

**+VAT PER MONTH**



***ADDITIONAL OPPORTUNITIES***

# DIGITAL



The InDerby website family includes Derby Active, Derby Parks, Derby Live and Derby Libraries sites. The sites receive over 300,000 hits per month so placing an ad on one of our high performing pages could be the perfect way to promote your business. Talk to us today to discover the best options for you.

## SIZE

Homepage advert (557x138 pixels).  
Right column advert (338x273 pixels).

## CONTENT

Full colour; flexible content including logo, web address and other factual detail. Design restrictions apply.

## PRICING

Minimum one month booking, longer terms and discounts available.

FROM...  
**£200**  
+VAT PER MONTH

# ON-SITE POSTERS



Posters are a cost-effective way to promote your business in high foot fall areas of the city. With flexible installation dates and durations, a poster could be the perfect option for you. Locations include Derby Bus Station, our Car Parks and Markeaton Craft Village.

## SIZE

Varies by location.

## CONTENT

Full colour; flexible content including logo, web address and other factual detail. Design restrictions apply.

## PRICING

Minimum two week booking, longer terms and discounts available.

FROM...

**£100**

**+VAT PER MONTH**



# ADDITIONAL OPPORTUNITIES



Our popular Parks and Leisure options offer a unique opportunity to target users all year round.

Whether it be a banner in one of the Parks or a poster in one of our locations, we have many flexible options available. Contact us today to find out more.

## SIZE

Varies by location.

## CONTENT

Full colour; flexible content including logo, web address and other factual detail. Design restrictions apply.

## PRICING

Minimum one month booking, longer terms and discounts available.

FROM...

**£200**

**+VAT PER MONTH**

For details email [advertise@derby.gov.uk](mailto:advertise@derby.gov.uk) or call **01332 643427**

[derby.gov.uk/advertise](https://www.derby.gov.uk/advertise)

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