

ADVERTISING OPPORTUNITIES



# Advertise IN TELFORD AND WREKIN



Telford & Wrekin  
COUNCIL

# Contents

## Why

Why advertise in Telford and Wrekin	03
Offer locations	04
Traffic counts on arterial roads in Telford and Wrekin	05

## How

<b>On our road network</b>	<b>06-09</b>
■ Roundabout advertising	06-07
■ Boundary sign advertising	08-09
<b>Southwater car park</b>	<b>10-13</b>
■ External posters	11
■ Internal posters	12
■ Car park ticket advertising	13
<b>Pantomime sponsorship</b>	<b>14-17</b>
<b>Council website advertising</b>	<b>18-19</b>
<b>Discover Telford advertising</b>	<b>20-24</b>
■ Option 1 - free online business profile	22
■ Option 2 - MPU advert	23
■ Option 4 - Wayfinding totems	24
<b>Telford Ice Rink Advertising</b>	<b>26-27</b>
<b>Wellington Car Park Advertising</b>	<b>28-30</b>
■ Car Park ticket advertising	29
■ Digital ticket machine display	30

# Why advertise

## IN TELFORD AND WREKIN



### OVER 5M PEOPLE

can access the town  
within an hour



### 170,000 PEOPLE LIVE IN THE TOWN

Projected to grow to  
around 200,000 by 2031



### £800M OF INVESTMENT IN THE TOWN

in the past 2 years



### WAGES HIGHER THAN THE WEST MIDLANDS AVERAGE

£497.50 per week



### 82,700 PEOPLE WORKING IN 5,500 BUSINESSES

in the borough



### TOURISM HOTSPOT

Tourism is worth £300m  
to the Telford economy  
4.4m visitors a year



### TOP 10 IN THE UK FOR DELIVERING HOUSING GROWTH

for the past two years



### INTERNATIONAL REPUTATION

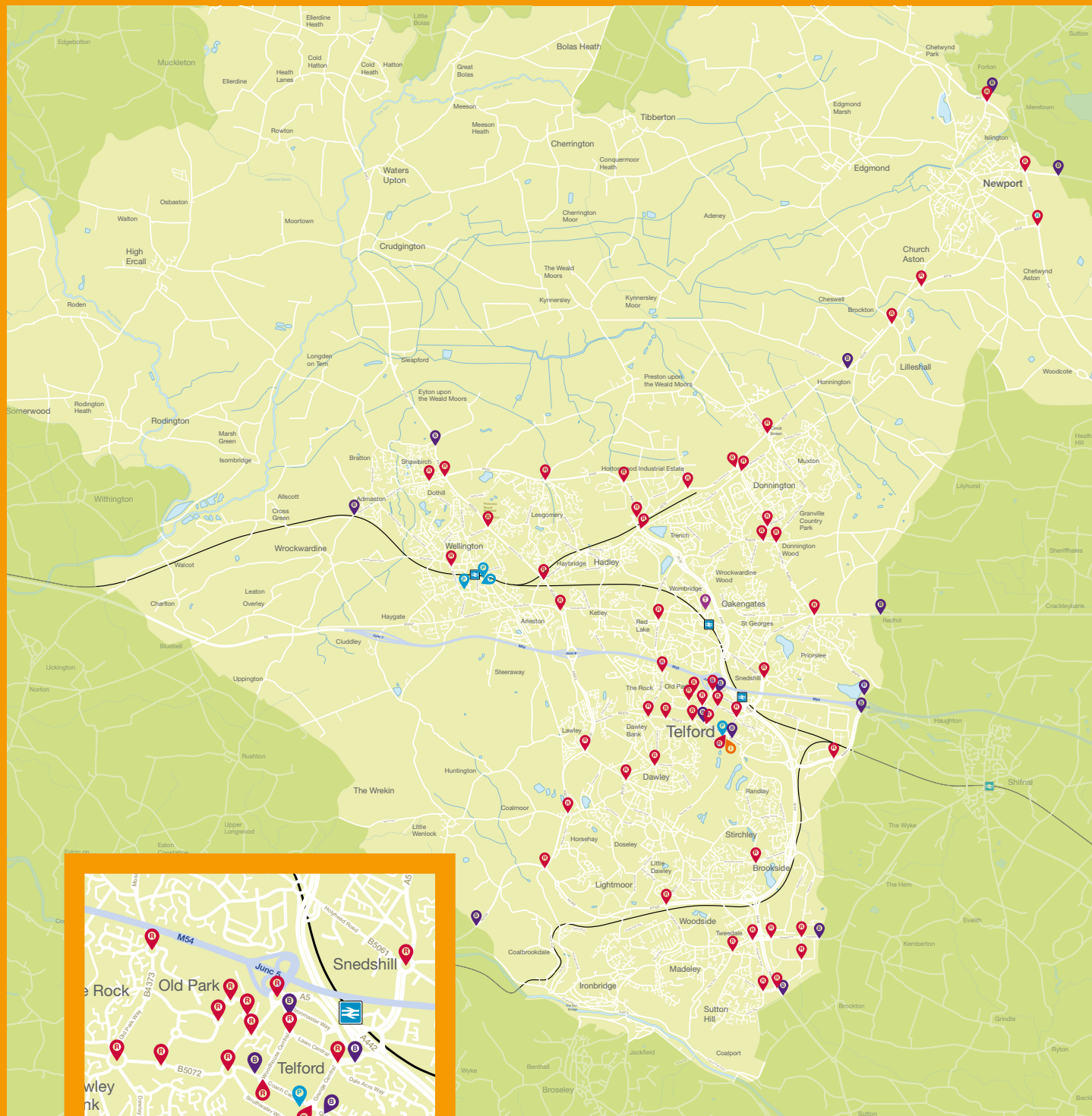
for advanced  
manufacturing,  
engineering and  
agri-technology



### 1M SQUARE FOOT OF RETAIL SPACE

One of the UK's largest  
shopping centres


# Offer locations




## Advertising locations key:

 Car Park advertising

 Roundabout advertising

 Boundary advertising

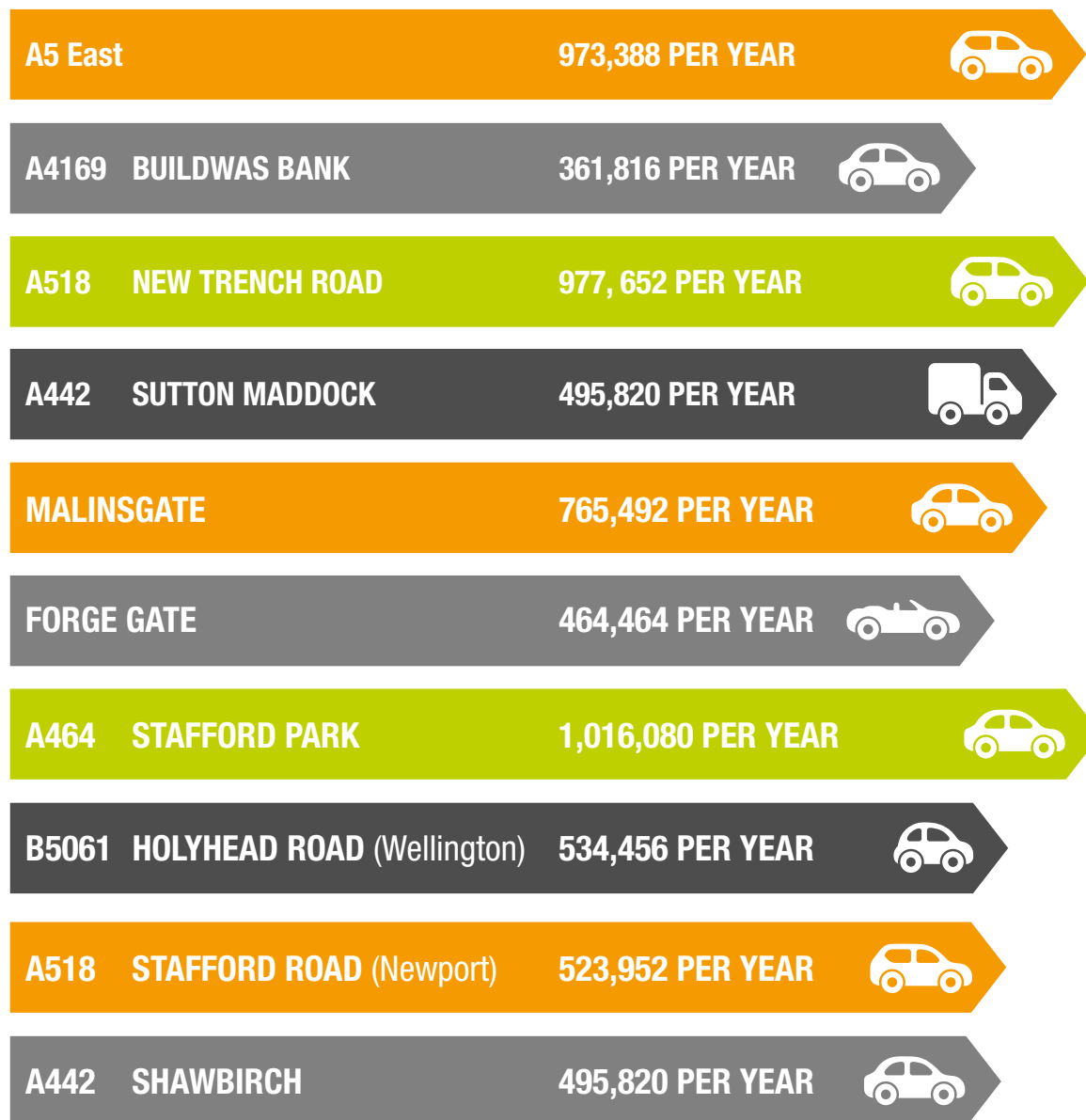
 Telford Ice Rink advertising

 Oakengates Theatre advertising

# Traffic counts on arterial roads

## IN TELFORD & WREKIN

# TRAFFIC COUNTS



All data based on seven day averages between 7am - 9am and 4pm - 6pm



# Aldi Newport

## 2.5 MILES FOURTH EXIT



Spend a little Live a lot

Telford & Wrekin Community Sponsorship Scheme



# Roundabout advertising



## Why our Roundabouts?

In a survey of over 1,000 local residents, 84% recalled seeing a sponsorship sign on our roundabouts. 85% of our existing sponsors would recommend advertising on our roundabouts.

- Seen by thousands of local people, visitors and commuters
- No other advertisers on same roundabout. Existing advertisers have priority when due for renewal
- Flexible payment options with prices starting from £7.55 per day



## What will I get?

Your business name, logo and a brief message will be printed on the signs that are erected on your chosen roundabout. We will work with you to ensure you get a design that really works for your business.

Your company will have sole advertising space.



## What our customers say

"These signs are a crucial and integral part of my business. People travelling from 90 miles away have used them to find us but some customers have come to see us purely because they've seen the signs."

Mr Dams, Corner Farm Antiques



## Unique and innovative way to advertise your business:

- Unique and innovative way to advert your business
- Select a roundabout near to your premises and drive custom in your direction
- 24 hrs a day, 365 days a year brand exposure in high traffic volume locations

# Roundabout advertising



## PRICES

From £4.11 per day



### Location

55 roundabouts around the Borough.

Visit our website [www.advertiseintelford.co.uk](http://www.advertiseintelford.co.uk) for full details.



### Size and content

1160mm x 400mm exact artwork dimensions.

Full colour signs.

Content can include: Company name; logo; web address; and strap line.



### Installation and maintenance

The sign and post installation is included in the cost of the advertising.

Signs remain the property of Telford & Wrekin Council and are maintained throughout the agreement by the Council.



### Duration

Contracts are for a minimum of 12 months. Longer agreements are also an option.



### Lead in time

Two weeks from approval of artwork.



### Typical views/car flow

Details available on request.

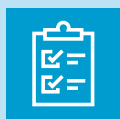


### Prices and offers

Minimum contract 12 months  
Starting from £1500+VAT for 12 months  
Offers available for longer periods of time and on multiple locations



# Boundary sign advertising



## Why our boundary signs

Situated in great locations on arterial routes into Telford, our boundary signs offer a unique way to build your brand in the local community.

Our 'Welcome to Telford' boundary signs are full colour and offer a unique way to raise the profile of your company to thousands of motorists 24 hours a day, 365 days a year.



## What will I get?

Full colour signs including your company name, logo, web address and strap line.

Only one advertisement is available per location.



## Benefits:

- 24 hours a day, 365 days a year brand exposure
- Flexible payment options with prices starting from just £1.37 per day
- Unique way to advertise your business



## What our customers say

"Signal 107 have taken advantage of the opportunity to promote itself in prominent council-owned locations in Telford Town Centre which has only helped to strengthen the links between the borough and the station."

"We enjoy working in partnership with Telford & Wrekin Council and we look forward to future projects and events."

Signal 107



# Boundary sign advertising



## PRICES

From £1.37 per day



### Location

15 signs available in multiple locations  
Visit our website [www.advertiseintelford.co.uk](http://www.advertiseintelford.co.uk) for full details.



### Size and content

1160mm x 430mm exact artwork dimensions.  
Full colour signs.  
Content can include:  
Company name; logo;  
web address; and  
strap line.



### Installation and maintenance

The sign and post installation is included in the cost of advertising.  
Signs remain the property of Telford & Wrekin Council and are maintained throughout the agreement by the Council.



### Duration

Contracts are for a minimum of 12 months. Longer agreements are also an option.



### Lead in time

Two weeks from approval of artwork.



### Typical views/car flow

Details available on request.



### Prices and offers

Minimum contract 12 months  
Starting from £500+VAT for 12 months  
Offers available for longer periods of time and on multiple locations



# Southwater car park

## ADVERTISING SITES



### Why Southwater car park?

This multi-story car park is conveniently located on the entrance of Southwater, Telford Shopping Centre and The International Centre, Telford.

Southwater is a vibrant centre which attracts visitors both day and night. This includes; the library; IMAX Cinema; Ice Rink; TenPin Bowling; Mecca Bingo; and Telford Town Park with its 162 hectares of green space and attractions.

Southwater and its neighbours also offer a lively events calendar throughout the year so there are plenty of reasons for people to visit the town centre and use the car park.



### What will I get?

There are a range of options available within and around Southwater multi-storey car park and we can work with you to create a campaign that suits you.

We also offer in-house design and printing

to make the process even easier. We have:

- 10 poster sites positioned on Telford's box road in the town centre on the outside wall of the car park. This site can be purchased for an entire campaign or on an individual basis.
- Three internal poster sites at the main exit point of the car park leading into Southwater.
- Advertising space on the reverse of the car park tickets.



### Benefits:

- Southwater multi-story car park attracts circa 25,000 visitors per month
- An ideal opportunity to capture a new audience

# Southwater car park

## EXTERNAL POSTERS



### PRICES

From £100 per month



#### Location

10 poster sites available on the external wall of Southwater Car Park, Northfield Street.



#### Size and content

Total size including frame: 2000mm high x 1000mm wide. Posters need to be 1955mm x 955mm inclusive of a 12mm margin. Customers provide artwork for posters printed on 5mm rigid panel.



#### Installation and maintenance

Inclusive



#### Duration

No limit



#### Lead in time

Three weeks from approval of artwork.



#### Typical views/car flow

25,000 visitors per month



#### Prices and offers

The cost per board is £100 plus VAT PCM.

Deals of £250 plus VAT for 3 months or £900 plus VAT for 12 months.

One off production and fitting cost of £92 (single sided).

# Southwater car park

## INTERNAL POSTERS



### PRICES

From £300 per month



#### Location

Three poster sites available inside Southwater Car Park, level 2 by the pay machines.



#### Size and content

1200mm x 1800mm

Content to be approved by Telford & Wrekin Council

Customer provides artwork



#### Installation and maintenance

Inclusive



#### Duration

See Prices and offers.



#### Lead in time

Three weeks from receipt of artwork.



#### Typical views/car flow

25,000 visitors per month.



#### Prices and offers

The cost per board is £300.00 plus VAT PCM

3 months in advance £765.00 plus VAT (15% discount)

6 months in advance £1440 plus VAT (20% discount)

12 months £2700 plus VAT (25% discount)

One off production and fitting costs of £59 (single side).

# Southwater car park

## TICKET ADVERTISING



### PRICES

From £1500



#### Location

On the back of the car park tickets at Southwater Multi Story Car Park, Northfield Street, Telford Town Centre.



#### Size and content

85mm x 50mm  
One sided colour print to customer specification.



#### Installation and maintenance

N/A



#### Duration

60,000 tickets currently give two to three months usage.



#### Lead in time

Four weeks from receipt of artwork.



#### Typical views/car flow

25,000 per month



#### Prices and offers

£1500 plus VAT including plate fees and full colour print (two to four colours) for first order

£1200 plus VAT subsequent orders with same artwork





# Pantomime sponsorship

## OAKENGATES THEATRE @ THE PLACE



### Why our pantomime?

Oakengates Theatre @ the Place is Telford's premier entertainment venue. We provide flexible accommodation to showcase a diverse and high quality range of live music, dance, drama and family shows and host business events and award ceremonies.

Each year we host 50 shows of our pantomime production which attracts over 20,000 ticket sales from customers living in the West Midlands.



### What will I get?

This unique advertising partnership will comprise a targeted campaign to promote the panto and its sponsor across the borough and beyond using a range of multimedia marketing mediums, including:

- Outdoor promotion – billboards and posters in various locations across the borough
- Utilising engaging online platforms over a three month period, including the Place's and Telford & Wrekin Council's websites' advertising, social media

platforms, direct marketing campaigns via our email database

- Press and Print – exposure in all Panto related PR, advertising in local newspapers, flyers across the Borough.
- Your company will be promoted and have product placement opportunities during the pantomime performances and across all Council buildings.

### Benefits:

- Exposure to thousands of people across the Borough and further afield
- Your company will benefit from a range of advertising and promotional opportunities
- Event exclusivity
- Use of our experienced Marketing and PR team who have excellent relations with a wide range of media partners
- 50 VIP tickets to pantomime performances





# Pantomime sponsorship

## OAKENGATES THEATRE @ THE PLACE

### Unique advertising partnership

Oakengates Theatre @ The Place is Telford's premier entertainment venue providing a diverse and high quality range of live entertainment.



#### Outdoor

48 sheet billboard campaign for four weeks at Wrekin Retail Park

Poster located Southwater Car Park for two months

Poster in Bus shelter at the Forge Retail Park for four weeks

20,000 posters a flyers distributed borough wide

District board promotions on main A roads into Telford



#### Online

Online presence on <http://theplacetelford.com/>,

3.8 million pageviews per year for

<http://www.telford.gov.uk/>

42,800 likes and followers on Facebook and Twitter

E-news to all theatre patrons, the Council's subscribers list and to TLC members. Company logo included in all E-news to all theatre patrons, the Council's subscribers list and to all TLC members

Pop up adverts to all Council staff. Company logo included in all pop up adverts to all Council staff



#### Press and in print

Promotion at the official pantomime press launch

Theatre brochure advert from December to July

Inclusion in all the The Place Panto related PR

Colour advertising in Shropshire Star, Telford Journal and Newport Advertiser, which will include your logo

20,000 posters a flyers distributed borough wide distributed to theatre customers

Inclusion on the children's 'colouring-in' sheets provided at family restaurants throughout Telford & Wrekin



#### Council Buildings

Company logo projected within the auditorium during the performances

Product placement within the performance (company mentioned within the pantomime performance)

Logo's on promotional T-Shirts worn across Leisure Centres and Council buildings

Pull up banners located within busy Leisure Centres and any pantomime promotional events

Plasma screen adverts within Council buildings





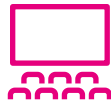
## PRICES

£8,000 exclusive rights



### Duration

4 month long campaign from September to December



### Typical views

Billboards, posters and bus shelter advertising are positioned in high traffic flow areas to maximise exposure

Ticket sales of over 20,000 a year

OT@P website – Over 1,000,000 page views per year

TWC website – Over 3.7 million page views per year

Brochure print distribution – 20,000

Local newspapers

Social media promotions – over 40,000 likes and follower on our Facebook and Twitter accounts

Email campaigns – over 30,000 subscribers



### Installation

The installation of all billboards and posters will be included within the costs of the advertising. These will remain the property of T&WC and are maintained throughout the agreement by the Council.



### Installation

£8,000 exclusive rights as detailed

Bespoke packages are available upon request

# Council website advertising



## Why our websites?

Our website traffic is increasing with initiatives and additional functionality encouraging channel shift. People visit our sites now to do a wide variety of tasks eg; to book leisure facilities, pay their council tax, view their bin collection dates, check school term dates, look for jobs, to name just a few. With our mobile app too, access to our websites is readily available anytime, anywhere.

By advertising across three main websites managed by Telford & Wrekin Council, we will be able to help you reach local residents by placing an advert in the right place to make sure you reach your target audience as and when they need you.



effective and creative design for your advertisement. Alternatively, you can provide your own artwork.

## Benefits:

- Adverts are prominently placed across three websites
- High traffic volume websites and engaging users
- We provide analytics for your campaign
- Get your business profile in front of thousands of residents and tourists
- Our websites attract over 5.5 million page views per year which offer value for money, affordable, tailored packages.



## What will I get?

Advertisements will appear on three of our websites:

- Telford & Wrekin Council website attracts 3.8 million pageviews per year
- Our leisure website attracts over 1.7 million pageviews a year
- The Telford Town Park attracts over 250,000 pageviews per year
- We can work with you to create a cost



# Council website advertising



## PRICES

**From £5 per 1,000 impressions**



### Location

Adverts are placed across three websites:

**[www.telford.gov.uk](http://www.telford.gov.uk)**

**[www.telfordandwrekinleisure.co.uk](http://www.telfordandwrekinleisure.co.uk)**

**[www.telfordtownpark.co.uk](http://www.telfordtownpark.co.uk)**

Adverts on a leaderboard and MPU (Mid Page Unit)

Adverts can be placed on relevant pages along with the homepage so that you have a specific targeted audience.



### Size and content

Leaderboard:

728 px x 90 px

MPU:

300 px x 250 px



### Duration

Number of impressions

10,000-100,000 per month



### Lead in time

Two day lead time on receipt of artwork to uploading it to the websites. Once live you will receive notification and screenshots.



### Page views

Our websites attract over 5.5 million page views per year which offer value for money, affordable, tailored packages.



### Prices and offers

Impressions	CPM (cost per 1,000)*	Total Cost*
10,000	£5	£50
20,000	£4.50	£90
25,000	£4.00	£100
50,000	£3.00	£150
100,000	£2.50	£250

Includes monthly reporting detailing views and click rate

\* Excludes VAT



In this Section ↑

- Ironbridge
- Newport
- Wellington
- Telford Town Centre
- Visit with a Group



Discover some of our individual regions around the area.

Here you will find information on Ironbridge, Wellington, Newport and Telford Town Centre. Use the green menu top right or the links below to navigate around and found out for yourselves what we have to offer.

# Discover Telford

## WEBSITE ADVERTISING



### Why the Discover Telford website?

The Discover Telford website is a tourism information guide to Telford and Shropshire.

It is designed to reach people who are looking for leisure and tourism information including events, places to stay, dine out and visit as well as businesses looking for venues to host their event in Telford and Shropshire.

We are offering businesses the opportunity to feature on the Discover Telford website **[www.discovertelford.co.uk](http://www.discovertelford.co.uk)** which currently attracts over 500,000 page views per year and features over 300 company listings.

We also deliver campaigns throughout the year promoting the destination, engaging with local residents, leisure visitors (day and overnight), business visitors, event delegates and organisers.



### What will I get?

There are 3 main ways that you can advertise on the Discover Telford website. To access these services your business must join the Visitor Economy Forum - a free dedicated business community for tourism, hospitality and retail sectors (T&C's apply).

**Option 1: Free** online business profile for all tourism, hospitality and retailers (where applicable) based in Telford and Shropshire.

**Option 2:** Exclusive website (MPU) advertising space on the website's main navigation pages.

**Option 3:** Southwater Digital Wayfinding Totems

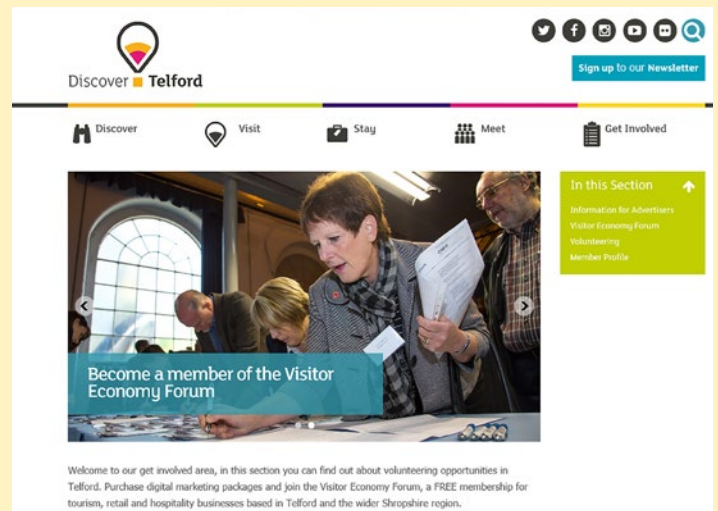
# Discover Telford

## Visit Shropshire



### Benefits:

- 500,000 page views per year
- Exposure to thousands of people across the Borough and further afield
- Your company will benefit from a range of advertising placement opportunities
- Use of our experienced Marketing and PR team who have excellent relations with a wide range of media partners
- Networking opportunities via the Visitor Economy Forum
- You can specify where your advert or event will be placed to reach the right audience at the right time.



# Discover Telford

## WEBSITE ADVERTISING

### Option 1 – Free online business profile

## PRICES

**Free for businesses who are members of the Visitor Economy Forum - see below for more details.**



#### Location

Listed in the appropriate categories on the Discover Telford website:

What's on, Food & Drink, Shopping, Artisan Courses & Experiences, Museums & Attractions, Outdoor & Adventure

Listings can feature on the following Discover Telford web pages:

- 1 Things to do
- 2 Places to go
- 3 Where to stay
- 4 Meeting & Events



#### Size and content

Business name  
Description (500 words)  
Address  
Opening time  
Price (if applicable)  
TLC discount (if applicable)  
Email  
Telephone number  
Social media links - Facebook, Twitter, YouTube & TripAdvisor  
Upto 10 hero images



#### Duration

Permanent unless time limited activity or event

Purchased on an annual basis



#### Lead in time

2-4 weeks  
Images must be supplied by client prior to upload of content onto website



#### Page views

Website 500,000 page views per year



#### Prices and offers

Free for businesses in the hospitality, tourism and retail sector (where applicable)

Businesses will be required to join the free business network the Visitor Economy Forum.







# Discover Telford

## WEBSITE ADVERTISING

Option 2 – Exclusive website (MPU) advertising

### PRICES

£45 + VAT per month

 <b>Location</b> You choose the pages which you'd like to feature on, the main navigation pages include:  1 Things to do 2 Places to go 3 Where to stay 4 Meeting & Events 5 New & Blog		 <b>Size and content</b> JPEG Format  316 pixels high x 220 pixels wide	 <b>Duration</b> Monthly
 <b>Lead in time</b> 2 weeks	 <b>Page views</b> Website 500,000 page views per year	 <b>Prices and offers</b> £45 + VAT per landing page, per month	









# Discover Telford

## WAYFINDING TOTEMS

### Option 3 – Southwater Digital Wayfinding Totems

## PRICES

£350 + VAT per month

 <b>Location</b> There are three digital wayfinding totems located outside Telford Ice Rink, Meeting Point House and Coal Grill & Bar		 <b>Size and content</b> JPEG Format Dimensions: 1080 pixels x 1480 pixels (portrait)	 <b>Duration</b> Monthly
 <b>Lead in time</b> 4 - 6 weeks (Artwork must be received 4 weeks prior to booking date)	 <b>Visitor footfall</b> Southwater attracts over 770,000 people a year including both leisure and business visitors.  Adverts are shown in 10 second periods and will be shown a minimum of 60 times per hour, per wayfinding totem	 <b>Prices and offers</b> Adverts will be displayed across all three totems. The monthly cost is £350 + VAT PCM 3 months in advance £893 + VAT (15% discount) 6 month in advance £1,680 + VAT (20% discount) 12 months in advance £3,150 + VAT (25% discount)	





# Telford Ice Rink Rinkside Advertising



## Why Telford Ice Rink?

Telford Ice Rink is Telford's premier leisure destination and attracts over 150,000 users and spectators each year from Telford and all over the West Midlands. This is unique opportunity for you to advertise your business to a wide audience of potential customers.

Our customers include:

- Thousands of adults and children who attend public skating sessions each week
- Adult and junior hockey players, Ice Hockey parents and fans
- Figure skaters
- Ice show customers.

Many of these visitors making a trip to the Ice Rink can often spend upwards of two hours or more either participating or spectating.



## What will I get?

Our advertising boards are located around the internal perimeter of the ice pad and your advert will be displayed for 12 months giving your business maximum exposure all year round. There are also options to have adverts in place for over 12 months.



## Benefits:

- Advertisements are permanently displayed for all sessions and activities at Telford Ice Rink.
- Telford Ice Rink is Telford's premier Leisure destination and attracts a high number of diverse users.
- Cost of advert includes materials, installation and placement for 12 months.

# Telford Ice Rink

## RINKSIDE ADVERTISING



### PRICES

£500 for 12 months



#### Location

Internal perimeter of the ice pad at Telford Ice Rink



#### Size and content

2m wide x 900mm high, full colour displays.



#### Installation and maintenance

Inclusive



#### Duration

Contracts are for a minimum of 12 months. Longer agreements are also an option.



#### Lead in time

2 weeks from approval of artwork



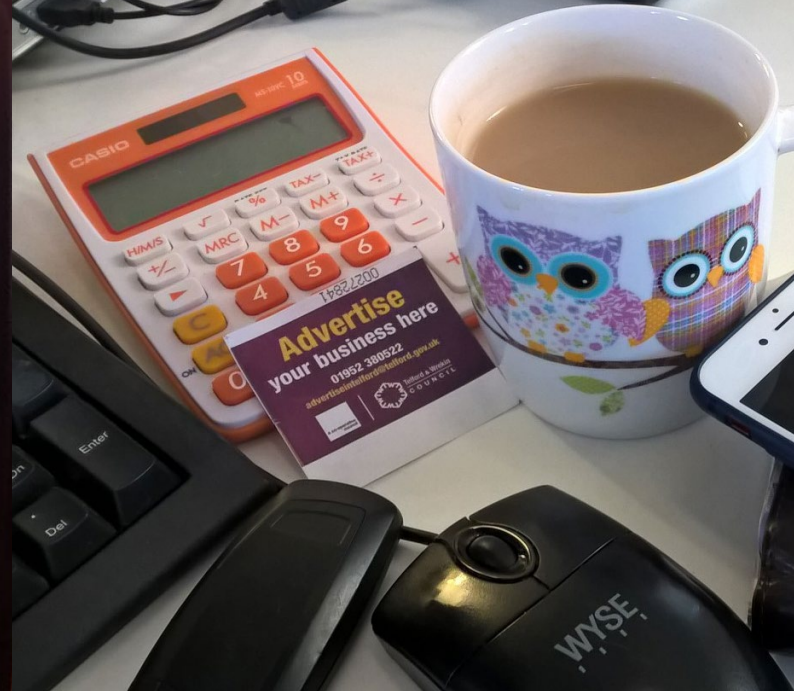
#### Typical views/car flow

150,000 unique users and spectators each year.



#### Prices and offers

£500 plus VAT for 12 months



# Wellington Car Parks Advertising Sites



## Why Wellington Car Parks?

There are 4 short stay car parks located in Wellington which are all conveniently located on the entrance to a vibrant high street, an indoor market and local businesses.

The car parks are located at:

Nailors Row - 2 machines

Victoria Road North (Health Centre) - 3 machines

Swimming Pool East (Town Council) - 2 machines

Swimming Pool West (Civic Offices) - 3 machines

Advertising on the Wellington Car Park tickets and car park machine digital screens gives you the opportunity to put your brand in front of consumers throughout Wellington every day of the week. That's thousands of people every day who will recognise, read and respond to your message.



stay car park machines in Wellington dispense 40,000 tickets a month. You can advertise on the reverse side of the tickets which can host multi-colour adverts to a targeted audience.

- Car park machine digital screens: Your advert will be displayed on full HD display screens every ten seconds from 9am – 6pm seven days a week. Your advert will be seen by thousands of people visiting Wellington as they must collect their car park tickets!



## Benefits:

- Target 40,000 people a month
- Target customers visiting Wellington
- Digital advert shown over 140,000 times a month



## What will I get?

There are two options available within our four Wellington Car Parks.

- Car park tickets advertising: The short



# Wellington car parks

## TICKET ADVERTISING



### PRICES

£442 for 40,000 tickets



#### Location

Reverse side of car park tickets issued at machines located in:

- Nailors Row - 2 machines
- Victoria Road North (Health Centre) - 3 machines
- Swimming Pool East (Town Council) - 2 machines
- Swimming Pool West (Civic Offices) - 3 machines



#### Size and content

60mm wide x 40mm high  
2 colour advert.  
More than 2 colours available at additional costs



#### Installation and maintenance

Inclusive



#### Duration

Minimum 1 month.  
Longer terms are also an option



#### Lead in time

2 weeks



#### Typical views/car flow

40,000 tickets issued per month



#### Prices and offers

£442 plus VAT for advertising on 40,000 tickets  
Discounts given for longer terms

# Wellington car parks

## CAR PARK TICKET MACHINE DIGITAL SCREEN ADVERTISING



### PRICES

£220.50 per month



#### Location

Nailors Row -  
2 machines  
Victoria Road North  
(Health Centre) -  
3 machines  
Swimming Pool East  
(Town Council) -  
2 machines  
Swimming Pool West  
(Civic Offices) -  
2 machines



#### Size and content

Full HD screens  
13cm high  
23.1 cm wide  
300ppi  
16:9 ratio  
Full colour



#### Installation and maintenance

Inclusive



#### Duration

Minimum 1 month.  
Longer terms are also  
an option



#### Lead in time

2 weeks



#### Typical views/car flow

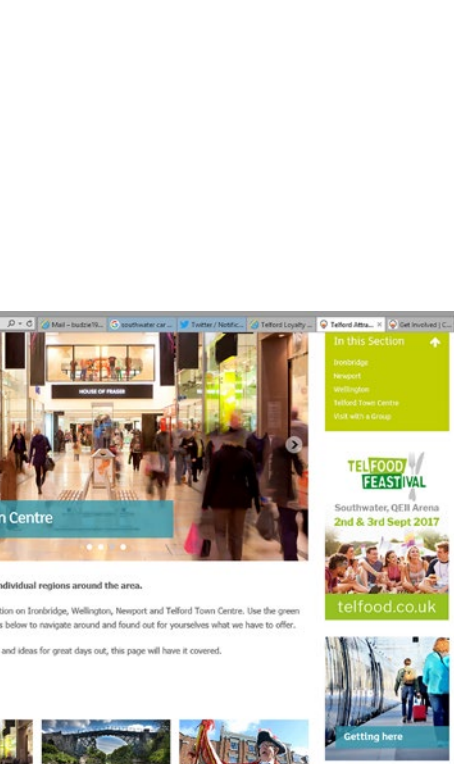
40,000 users per  
month  
Advert displayed over  
147,000 times per  
month



#### Prices and offers

£220.50 plus VAT per month  
Discounts given for longer terms





**DON'T BE LEFT  
UNNOTICED**

**ADVERTISING OPPORTUNITIES**