Advertise
IN TELFORD AND WREKIN

ADVERTISING OPPORTUNITIES
Contents

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

How

On our road network 06-09
- Roundabout advertising 06-07
- Boundary sign advertising 08-09

Southwater car park 10-13
- External posters 11
- Internal posters 12
- Car park ticket advertising 13

Pantomime sponsorship 14-17

Council website advertising 18-19

Discover Telford advertising 20-24
- Option 1 - free online business profile 22
- Option 2 - MPU advert 23
- Option 4 - Wayfinding totems 24

Telford Ice Rink Advertising 26-27

Wellington Car Park Advertising 28-30
- 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

www.advertiseintelford.co.uk
advertiseintelford@telford.gov.uk
Offer locations

[Map with various locations marked]
Traffic counts on arterial roads
IN TELFORD & WREKIN

<table>
<thead>
<tr>
<th>Road</th>
<th>Traffic Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>A5 East</td>
<td>973,388 per year</td>
</tr>
<tr>
<td>A4169 BUILDWAS BANK</td>
<td>361,816 per year</td>
</tr>
<tr>
<td>A518 NEW TRENCH ROAD</td>
<td>977,652 per year</td>
</tr>
<tr>
<td>A442 SUTTON MADDOCK</td>
<td>495,820 per year</td>
</tr>
<tr>
<td>MALINSGATE</td>
<td>765,492 per year</td>
</tr>
<tr>
<td>FORGE GATE</td>
<td>464,464 per year</td>
</tr>
<tr>
<td>A464 STAFFORD PARK</td>
<td>1,016,080 per year</td>
</tr>
<tr>
<td>B5061 HOLYHEAD ROAD</td>
<td>534,456 per year</td>
</tr>
<tr>
<td>A518 STAFFORD ROAD</td>
<td>523,952 per year</td>
</tr>
<tr>
<td>A442 SHAWBIRCH</td>
<td>495,820 per year</td>
</tr>
</tbody>
</table>

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

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.

Unique and innovative way to advertise your business:
- Unique and innovative way to advertise 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
- 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 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

www.advertiseintelford.co.uk
advertiseintelford@telford.gov.uk
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 |

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

<table>
<thead>
<tr>
<th><strong>Location</strong></th>
<th><strong>Size and content</strong></th>
<th><strong>Installation and maintenance</strong></th>
<th><strong>Duration</strong></th>
</tr>
</thead>
</table>
| 15 signs available in multiple locations  
Visit our website [www.advertiseintelford.co.uk](http://www.advertiseintelford.co.uk) for full details. | 1160mm x 430mm exact artwork dimensions.  
Full colour signs.  
Content can include: Company name; logo; web address; and strap line. | 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. | Contracts are for a minimum of 12 months. Longer agreements are also an option. |

<table>
<thead>
<tr>
<th><strong>Lead in time</strong></th>
<th><strong>Typical views/car flow</strong></th>
<th><strong>Prices and offers</strong></th>
</tr>
</thead>
</table>
| Two weeks from approval of artwork. | Details available on request. | 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

<table>
<thead>
<tr>
<th>Location</th>
<th>Size and content</th>
<th>Installation and maintenance</th>
<th>Lead in time</th>
<th>Typical views/car flow</th>
<th>Prices and offers</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 poster sites available on the external wall of Southwater Car Park, Northfield Street.</td>
<td>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.</td>
<td>Inclusive</td>
<td>Three weeks from approval of artwork.</td>
<td>25,000 visitors per month</td>
<td>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).</td>
</tr>
</tbody>
</table>

**PRICES**

From £100 per month
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).

www.advertiseintelford.co.uk
advertiseintelford@telford.gov.uk
## Southwater car park

### TICKET ADVERTISING

### PRICES
From £1500

<table>
<thead>
<tr>
<th>Location</th>
<th>Size and content</th>
<th>Installation and maintenance</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>On the back of the car park tickets at Southwater Multi Story Car Park, Northfield Street, Telford Town Centre.</td>
<td>85mm x 50mm One sided colour print to customer specification.</td>
<td>N/A</td>
<td>60,000 tickets currently give two to three months usage.</td>
</tr>
</tbody>
</table>

**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
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

<table>
<thead>
<tr>
<th>Duration</th>
<th>Typical views</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 month long campaign from September to December</td>
<td>Billboard, posters, and bus shelter advertising are positioned in high traffic flow areas to maximise exposure</td>
</tr>
<tr>
<td></td>
<td>Ticket sales of over 20,000 a year</td>
</tr>
<tr>
<td></td>
<td>OT@P website – Over 1,000,000 page views per year</td>
</tr>
<tr>
<td></td>
<td>TWC website – Over 3.7 million page views per year</td>
</tr>
<tr>
<td></td>
<td>Brochure print distribution – 20,000</td>
</tr>
<tr>
<td></td>
<td>Local newspapers</td>
</tr>
<tr>
<td></td>
<td>Social media promotions – over 40,000 likes and follower on our Facebook and Twitter accounts</td>
</tr>
<tr>
<td></td>
<td>Email campaigns – over 30,000 subscribers</td>
</tr>
</tbody>
</table>

**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.
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.

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

**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**

<table>
<thead>
<tr>
<th>Impressions</th>
<th>CPM (cost per 1,000)*</th>
<th>Total Cost*</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000</td>
<td>£5</td>
<td>£50</td>
</tr>
<tr>
<td>20,000</td>
<td>£4.50</td>
<td>£90</td>
</tr>
<tr>
<td>25,000</td>
<td>£4.00</td>
<td>£100</td>
</tr>
<tr>
<td>50,000</td>
<td>£3.00</td>
<td>£150</td>
</tr>
<tr>
<td>100,000</td>
<td>£2.50</td>
<td>£250</td>
</tr>
</tbody>
</table>

Includes monthly reporting detailing views and click rate

* Excludes VAT

www.advertiseintelford.co.uk
advertiseintelford@telford.gov.uk
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 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
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.

www.advertiseintelford.co.uk
advertiseintelford@telford.gov.uk
Discover Telford

WEBSITE ADVERTISING

Option 1 – Free online business profile

**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.

PRICES

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

www.advertiseintelford.co.uk
advertiseintelford@telford.gov.uk
### WEBSITE ADVERTISING

**Option 2 – Exclusive website (MPU) advertising**

#### PRICES

£45 + VAT per month

#### Location

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

#### Size and content

**JPEG Format**

316 pixels high x 220 pixels wide

#### Duration

Monthly

#### Lead in time

2 weeks

#### Page views

Website 500,000 page views per year

#### Prices and offers

£45 + VAT per landing page, per month
**Discover Telford**

**WAYFINDING TOTEMS**

Option 3 – Southwater Digital Wayfinding Totems

<table>
<thead>
<tr>
<th>Location</th>
<th>Size and content</th>
<th>Duration</th>
</tr>
</thead>
</table>
| There are three digital wayfinding totems located outside Telford Ice Rink, Meeting Point House and Coal Grill & Bar. | JPEG Format
Dimensions: 1080 pixels x 1480 pixels (portrait) | Monthly |

<table>
<thead>
<tr>
<th>Lead in time</th>
<th>Visitor footfall</th>
<th>Prices and offers</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 - 6 weeks (Artwork must be received 4 weeks prior to booking date)</td>
<td>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.</td>
<td>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)</td>
</tr>
</tbody>
</table>

**PRICES**

£350 + VAT per month
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.
**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

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**PRICES**

£500 for 12 months
Wellington Car Parks

Advertise 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.

What will I get?
There are two options available within our four Wellington Car Parks.

- Car park tickets advertising: The short 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

www.advertiseintelford.co.uk
advertiseintelford@telford.gov.uk
## Wellington Car Parks

### Ticket Advertising

**Prices**

£442 for 40,000 tickets

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<table>
<thead>
<tr>
<th>Location</th>
<th>Size and content</th>
<th>Installation and maintenance</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reverse side of car park tickets issued at machines located in: Nailors Row - 2 machines</td>
<td>60mm wide x 40mm high 2 colour advert. More than 2 colours available at additional costs</td>
<td>Inclusive</td>
<td>Minimum 1 month. Longer terms are also an option</td>
</tr>
<tr>
<td>Victoria Road North (Health Centre) - 3 machines</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Swimming Pool East (Town Council) - 2 machines</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Swimming Pool West (Civic Offices) - 3 machines</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lead in time</th>
<th>Typical views/car flow</th>
<th>Prices and offers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 weeks</td>
<td>40,000 tickets issued per month</td>
<td>£442 plus VAT for advertising on 40,000 tickets Discounts given for longer terms</td>
</tr>
</tbody>
</table>

**Contact**

www.advertiseintelford.co.uk
advertiseintelford@telford.gov.uk
### Wellington car parks

#### CAR PARK TICKET MACHINE

#### DIGITAL SCREEN ADVERTISING

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**PRICES**

£220.50 per month

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<table>
<thead>
<tr>
<th>Location</th>
<th>Size and content</th>
<th>Installation and maintenance</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>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</td>
<td>Full HD screens 13cm high 23.1 cm wide 300ppl 16:9 radio Full colour</td>
<td>Inclusive</td>
<td>Minimum 1 month. Longer terms are also an option</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lead in time</th>
<th>Typical views/car flow</th>
<th>Prices and offers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 weeks</td>
<td>40,000 users per month Advert displayed over 147,000 times per month</td>
<td>£220.50 plus VAT per month Discounts given for longer terms</td>
</tr>
</tbody>
</table>

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DON'T BE LEFT UNNOTICED

ADVERTISING OPPORTUNITIES