

I Media Pack



Be Seen In Reading
The Town With A Big Vision

Lamp Posts



Reading
Borough Council
Working better with you

Why

Reading Borough Council



With a population of 155,700 (or 318,000 in the Reading/Wokingham Urban Area), Reading is a major commercial and retail centre.

Although not yet officially a 'city', recent research has positioned Reading as being one of the top five 'city' economies in the UK with a strong track record of investment and economic growth.

Reading's retail importance and visitor destination status is further highlighted by the fact it is in the top 25 retail destinations in the UK (including 236,000 international visitors), founded on the continued strength of the town's two Shopping Centres – The Oracle & Broad Street Mall.

The Council offer a wide range of advertising and sponsorship opportunities, from roundabouts and high street lamp columns to sports courts and event publications. Each has been carefully selected and designed to provide the advertiser with the greatest possible opportunity of reaching the 200,000 vehicles that use the town's roads each day and 15 million people that work in and visit Reading each year.

Nobody other than you has a greater vested interest in the success of your business. Reading Borough Council do however come a close second as we are determined to ensure the success of the town's economy and we provide infrastructure that delivers this.

Our sponsorship and marketing team will work with you to ensure that Council advertising provides you with the best possible marketing exposure.

As a local provider of advertising we are equipped to meet your needs and can have advertisements in place efficiently and effectively.

Advertising with the Council truly offers an unrivalled level of local service delivery, with our sponsorship and marketing team committed to ensuring your expectations are met.

A Town with a big heart!



Outdoor Opportunities:

Town Centre Lamp Post Banners

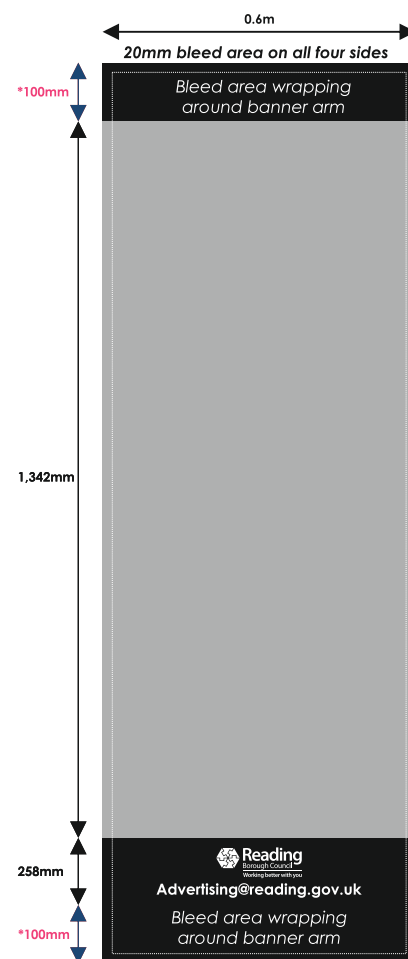
As Reading's premier High Street, Broad Street is used by in excess of 15 million pedestrians a year, providing your product/service with unrivalled direct advertising exposure to shoppers.

We offer 26 banner locations along the towns pedestrianised High Street. Each lamp post can display two banners, providing you with a choice of 52 banner positions, to target your intended audience.

With advertising consent in place, we offer an end to end advertising service which includes; Bespoke artwork/design, campaign planning, print and manufacture, installation and maintenance.

Take your business to the next level by standing out on the high street with your unique, bespoke lamp post banner display.

Artwork specification for 1.80m x 0.6m banner. Document size 1840mm x 640mm.
Non artwork areas include top section*, for banner arm pocket and bottom section*, which must include RBC logo and details and area for banner arm pocket.



Lamp Post Advertising

Banner size	Artwork area: 1800mm x 600mm portrait.
Content	Full colour; flexible content including Logo, web address and business details.
Installation	Banner design, production and installation included in fee.
Maintenance	Banners are guaranteed for the duration of the agreement.
Exclusivity	Lamp posts only carry one sponsor and the current sponsor will be given first refusal on sponsorship for the following 12 months.

Rate Card:

Minimum 3 month contract, longer terms and discounts available.

Prices start from £750 (double sided banner) for 3 months, inclusive of banners + VAT. Artwork provided.

Email: Sponsorship@reading.gov.uk or

Tel: 0118 937 4777

Lamp Post Locations

To help you to identify and select the most effective location for your banner advertising, we have provided names of retailers located near each lamp post below.

- | | | |
|-------------------------------|---------------------------------|---------------------|
| 1 Café Nero & KFC | 11 JD Sport & River Island | 21 WH Smith & Unico |
| 2 Halifax | 12 Waterstones | 22 Clarks |
| 3 Clas Ohlson | 13 H&M | 23 Itsu |
| 4 Artigiano | 14 Barclays Bank | 24 John Lewis |
| 5 Clas Ohlson & Pret A Manger | 15 Boots | 25 HSBC |
| 6 Millets & Footasylum | 16 Cath Kidston | 26 John Lewis |
| 7 Next | 17 Card Factory & Specsavers | 27 HSBC |
| 8 Brother2Brother & Shoe Zone | 18 Nationwide & Dorothy Perkins | 28 John Lewis |
| 9 Schuh | 19 The Entertainer & WH Smith | 29 Lloyds Bank |
| 10 Accessorize | 20 Clintons | 30 EE |

