

I Media Pack



Be Seen In Reading
The Town With A Big Vision

Portfolio



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 Centre's – 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!



What We Offer

With our broad portfolio of advertising and sponsoring opportunities, we want to support your business or organisation to reach your target audiences. Money generated will be reinvested into our Council services.

Portfolio

Outdoor Advertising:

1. Roundabouts
2. Town Centre Lamp Posts
3. Sports Court & Park Banners
4. Car Park Bill Boards/Tickets

Event Publication Advertising:

5. What's On Guide
6. Children's Festival
7. Black History Month

Event Sponsorship:

8. Forbury Fiesta
9. Reading Water Fest

Sponsorship:

10. Forbury Deck Chairs
11. Park/Playgrounds
12. Bedding Schemes



The following pages outline our advertising & sponsorship opportunities. If you would like to discuss your specific requirements or combine elements, then please call 0118 937 4777 or email your details to sponsorship@reading.gov.uk.

Supporting documents can be found by visiting:
www.reading.gov.uk/advertising

Outdoor Opportunities:

1. Roundabout Advertising

Roundabout advertising and sponsorship provides a highly effective opportunity for local & national businesses to raise their profile and promote their name to over 200,000 vehicles each day.

Reading Borough Council has 19 roundabouts where sponsor signs are permitted.

All advertising opportunities provide effective business presence awareness and offer exclusivity, ensuring that only your brand is identified and synonymous with a prominent Reading landmark.



Advertise on the roundabout near your place of business to enhance reputation and pride of place, or advertise on a roundabout to raise the profile of your business in an area identified with your competitors.

Supporting documents can be found by visiting: www.reading.gov.uk/advertising

1. Roundabout Advertising

Content	Full colour; flexible content including Logo, web address and business details.
Installation	Sign design, production and installation included in fee. (Signs remain the property of Reading Borough Council)
Maintenance	Reading Borough Council in-house team ensures a high level of maintenance throughout the contract period.

Rate Card:

Minimum 12 month contract, longer terms (3 or 5 years) and discounts available.
Prices start from £2,000, per annum inclusive of signs + VAT. Artwork provided if required.

Email: Sponsorship@reading.gov.uk or

Tel: 0118 937 4777

Outdoor Opportunities:

2. 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.



Supporting documents can be found by visiting: www.reading.gov.uk/advertising

2. 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.

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

Outdoor Opportunities:

3. Sports Court & Park Banners

We provide a cost effective, prominent location for banner advertising within our highly popular sports courts at Prospect Park.

Banner advertising is a quick and easy way to get your message across to a range of audiences.



Photo by Philip Slatter – S & C Slatter Ltd



If you are looking for a cost effective way of raising awareness of your event or organisation, then banner advertising can do this for you.

3. Sports Court & Park Banners

Banner size	Artwork area: 2000mm x 1000mm landscape.
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.

Rate Card:

Minimum 3 month contract, longer terms and discounts available.

Prices start from £300 for 3 months, inclusive of banner + VAT. Artwork provided if required.

Email: Sponsorship@reading.gov.uk or

Tel: 0118 937 4777

Outdoor Opportunities:

4. Car Park Billboard & Ticket Advertising

The Council operates a number of car parks across Reading. Used by residents, season ticket holders, tourists and workers, car parks offer a prime opportunity to promote your company on our poster billboards and tickets.

Billboards are located at key areas for maximum visual impact. Equally, the reverse side of our parking tickets are an ideal way to immediately get your company message, or maybe a discount offer into your potential customer's hand.

Car Park locations:

Multi-storey Car Parks:

Broad Street Mall
Queens Road

Surface Level Car Parks:

Cattle Market
Dunstall Close, Tilehurst
Recreation Road, Tilehurst
King's Meadow
Hills Meadow
Chester Street, Caversham
Civic B (near The Hexagon)

4. Car Park Ticket Advertising

Advertising on the reverse side of our car parking tickets gives you direct access to potential customers.

Rate Card:

Please enquire for details.



4. Car Park Billboard Advertising

Poster size

Artwork area: Please enquire for details.

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.

Rate Card:

Minimum 3 month contract, longer terms and discounts available.

Prices start from £250 per month, inclusive of banners + VAT. Artwork provided.

Email: Sponsorship@reading.gov.uk or

Tel: 0118 937 4777

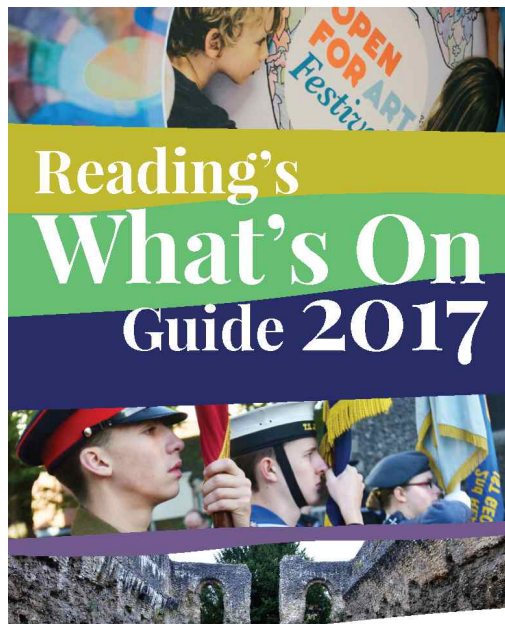
Event Publication:

5. What's On Guide

What's On is an annual 36 page booklet with information about events and activities taking place across Reading throughout the year. It's packed full of information on everything event related in Reading, from performances to workshops to festivals and lots more.

We also feature a full page to the event of the month with details, information and pictures on that event.

There are over 5,000 copies available to pick up for free as well as an e-version of the publication featured on our website and social media feeds.



5. What's On Guide

Advert options

Prices start from as little as £250, Event of the Season: £350

Content

Full colour; flexible content including Logo, web address and business details.

Artwork

Copy and advert setting included in price.

Rate Card:

Prices start from as little £250, Event of the Season - £350

Email: Sponsorship@reading.gov.uk or

Tel: 0118 937 4777

Event Publication:

6. Children's Festival

Every May, Reading Borough Council organises the annual Reading Children's Festival, a 3 week festival of events, activities and workshops/taster sessions. Many of these are free of charge and open to everyone across the Borough and beyond.

To support the festival we produce a 32 page festival guide highlighting all the events and activities taking place.

There are over 5,000 copies available to pick up for free as well as an e-version of the publication featured on our website and social media feeds.



6. Children's Festival

Advert options

Prices start from as little as £250, inside front and back cover £600

Content

Full colour; flexible content including Logo, web address and business details.

Artwork

Copy and advert setting included in price.

Rate Card:

Prices start from as little £250, inside front and back cover £600 each.

Email: Sponsorship@reading.gov.uk or

Tel: 0118 937 4777

Event Publication:


7. Black History Month

Every October, Reading Borough Council celebrates Black History Month with a number of events, talks and productions.

The A5 booklet supports this event with over 4000 copies available to pick up for free throughout the Borough.


There will also be an electronic version of the publication featured on our website and social media feeds.






Throughout October

At venues across Reading



www.reading.gov.uk/bhm2018



7. Black History Month

Advert options

Prices start from as little as £250, inside front and back cover £600

Content

Full colour; flexible content including Logo, web address and business details.

Artwork

Copy and advert setting included in price.

Rate Card:

Prices start from as little £250, inside front and back cover £600 each.

Email: Sponsorship@reading.gov.uk or

Tel: 0118 937 4777

Event Sponsorship

8. Forbury Fiesta

Forbury Fiesta – Launch event for Reading Children's Festival.

Every May we hold the annual Reading Children's Festival with a whole host of events and activities taking place across the Borough. The fun starts with a huge launch event in the Forbury Gardens.

We had over 7,000 visitors to last year's event and we hope to improve on numbers again this year for the 30th anniversary of the event.

Forbury Fiesta Zones Sponsor:

- Company name/logo on event branding and marketing material.
- Opportunity for a stand to be situated in sponsored zone.
- Inclusion in press releases – distributed to local press pre and post event.
- Dedicated advertising, half page in the event programme.
- Website hyperlink to your company from the event information page.

Headline Sponsorship of Forbury Fiesta

- Company name/logo on event branding and marketing material.
- Inclusion in all press releases related to Reading Children's Festival – distributed to local media pre and post event.
- Dedicated advertising page on the back of the Children's Festival 32 page brochure (distribution 5,000 hard copies and an e-version featured on the RBC social media feeds and website).
- Opportunity for 3 stands to be situated in locations at the event.
- Opportunity to present an introduction to your company during the welcome announcement to your sponsored zone on the main stage
- Company branding on the main stage.
- Reference to your sponsorship throughout the day during events on the main stage.
- Website hyperlink to your company from the event information page.



Stall Holder Opportunities:

Stalls

Food stalls, Commercial stalls, Children's fun fair, Arts and Crafts, Walkabouts, Main stage. Price on application.

Rate Card:

Forbury Fiesta Zones Sponsor: £2,000
Forbury Fiesta Headline Sponsorship: £6,000

Email: Sponsorship@reading.gov.uk or

Tel: 0118 937 4777

Event Sponsorship:

9. Reading Water Fest

Every June we hold the much loved Reading Water Fest, the annual celebration of our waterways.

The event takes place in the Forbury Gardens, Abbey Ruins and along the Kennet between Chestnut Walk and the Riverside Museum.

The 2018 event coincided with the official reopening of Reading Abbey and saw a record number of visitors to the event (over 18,000). We usually expect between 8 – 10, 000 visitors to the event and it is a definite highlight in the Reading events calendar.



**Reading
Water
Fest 2018**

Water Fest Zones Sponsor:

- Company name/logo on event branding and marketing material.
- Opportunity for a stand to be situated in sponsored zone.
- Inclusion in press releases – distributed to local press pre and post event.
- Dedicated advertising half page in the event programme.
- Website hyperlink to your company from the event information page.

Headline Sponsorship of Water Fest:

- Company name/logo on event branding and marketing material.
- Inclusion in all press releases related to Reading Water Fest – distributed to local media pre and post event.
- Dedicated advertising page on the back of the Water Fest 8 page brochure (distribution 5000 hard copies and an e-version featured on the RBC social media feeds and website).
- Opportunity for 3 stands to be situated in locations at the event.
- Opportunity to present an introduction to your company during the welcome announcement to your sponsored zone on the main stage.
- Company branding on the main stage.
- Reference to your sponsorship throughout the day during events on the main stage.
- Website hyperlink to your company from the event information page.

Stall Holder Opportunities:

Stalls

Food stalls, Commercial stalls, Children's fun fair, Arts and Crafts, Walkabouts, Main stage. Price on application.

Rate Card:

Water Fest Zones Sponsor: £2,000

Water Fest Headline Sponsorship: £6,000

Email: Sponsorship@reading.gov.uk or

Tel: 0118 937 4777

Sponsorship:



10. Forbury Deck Chairs

The award winning Forbury Gardens, set in the heart of Reading town centre, plays host to a full year round programme of events, concerts and attractions.

During our Forbury Band Concert season, the audience can sit back and enjoy the sounds of brass bands from across Berkshire, in our much loved deck chairs. This is a unique opportunity for your company or business to brand our chairs for maximum eye catching impact.

Rate Card:

Exclusive Sponsorship (50 chairs) £5,000

12. Parks/Playgrounds

We offer opportunities to sponsor specific refurbishments and projects, such as creating a wildlife habitat or adding a splash of colour for all to enjoy with a planting scheme.

Rate Card:

Please enquire for details.



11. Bedding Schemes

Get involved in a local projects to add a splash of colour for all to enjoy with a planting scheme.

Rate Card:

Please enquire for details.



Email: Sponsorship@reading.gov.uk or

Tel: 0118 937 4777

Prestigious Venue Hire:

Reading Museum & Town Hall

Reading Museum & Town Hall is well known for its landmark building in the centre of Reading and is part of Reading Borough Council's cultural services. The Museum has Full Accreditation status from Arts Council England.

The Museum & Town Hall's period rooms and galleries provide a thriving venue for conferences, exhibitions and weddings.



Explore our stunning historic rooms and see how we can help you to plan your conference or special event by visiting: www.readingtownhall.co.uk

To discuss your requirements please call 0118 937 3400 or email: conferencing@reading.gov.uk.

Abbey Ruins, Forbury Gardens & Caversham Court Gardens

Are you looking for a unique and prestigious venue in the heart of Reading? Look no further than the ruins of Reading's royal Abbey!

The Abbey Ruins are a wonderfully historic location set on the banks of the Kennet and Avon Canal and beside the beautiful Forbury Gardens. This magnificent site would be the perfect way to wow guests at your next outdoor event.



Equally, our Caversham Court Gardens, which have recently won a Green Flag Award and the Forbury Gardens, offer exclusive and unique venues for a variety of outdoor events.



Reading Borough Council's Parks and Open Spaces team host numerous community, public and private events across the town.

For full details of our range facilities please call 0118 937 5060 or email: rsl.enquiries@reading.gov.uk.

YOUR READING

RESIDENTS NEWSLETTER

Delivered
to more than
70,000 households
across the
Borough twice
a year.

Advertising rates and specifications

**Outside Back
Cover
with bleed**

1 issue
£1,695 +VAT

SIZE:216MM W X 286MM D

**Inside Front
Cover
with bleed**

1 issue
£1,395 +VAT

SIZE:216MM W X 286MM D

**Inside Back
Cover
with bleed**

1 issue
£1095 +VAT

SIZE:216MM W X 286MM D

**Full page advert
no bleed**

1 issue
£995 +VAT

SIZE:198MM W X 268MM D

**1/2 page advert
no bleed**

1 issue
£695 +VAT

SIZE:198MM W X 123MM D

**1/4 page advert
no bleed**

1 issue
£495 +VAT

SIZE:99MM W X 123MM D

Discounts are available for multiple bookings - contact us to discuss your requirements: niki.barton@reading.gov.uk | 0118 937 2358

Prices exclude VAT and any additional artwork costs.
All PDF's must be supplied at a minimum of 300 dpi.



www.reading.gov.uk



Reading
Borough Council
Working better with you