

I Media Pack



Be Seen In Reading
The Town With A Big Vision

Sports Court Banners



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:

Sports Court & Park Banners

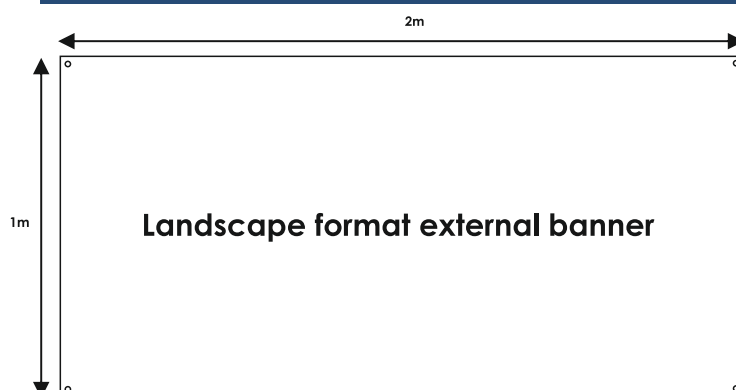
We provide a cost effective, prominent location for banner advertising within our highly popular sports courts at Prospect Park.

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

Banner size:



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