



Footfall advertising

ONE STEP AHEAD

Advertising Sites

Rate Card Pricelist 2017

Rate Card 2017

Deals and Discounts available

Venue	Ratecard prices		* All Prices exl VAT
QUAD	2 weeks	4 weeks	Campaign
Floor Graphic	£350.00	£550.00	POA
Cinema Screen	£350.00	£550.00	POA
Plasma Screen	£250.00	£450.00	POA
Web banner	£250.00	£450.00	POA
Washroom posters	£240.00	£350.00	POA
Quarterly brochure - bi-monthly	NA	NA	£450.00 per issue
Summer Nights - per slot per event			£400.00 + vat
Derby University	2 weeks	4 weeks	Campaign
A4 - A0 Poster	£20.00	£40.00	£400.00
Digital Signage	£150.00	£200.00	£250.00 per term
Website Banner	£200.00	£450.00 per tem	£450.00 per Term
e-shot			£400.00
Site Flyering	£350.00	£350.00	£350.00
Flyering to 8 Halls	£350.00	£350.00	£350.00
Day Stall	£250.00	£250.00	from £250.00
Social media promotion			£400.00

Derby University	FRESHERS FORTNIGHT		
Freshers Mail Insert	£1,250.00		
Derby Student Guide	1/2 page - £380.00	Full page - £600.00	
Buxton Student Guide	1/2 page £80.00	Full Page - £130.00	
Wallplanner advert	£199.00		
Welcome bag insert	£250.00		
Freshers Fair Stall	From £450.00		
Sponsorship	POA		
Derby College	2 weeks	4 weeks	Campaign
6-sheet and A0 Poster	£350.00	£450.00	£2,500.00 per year
Floor Graphic	£350.00	£450.00	£2,500.00 per year
Pop-up display	£350.00	£450.00	£2,500.00 per year
Display Banner	£350.00	£450.00	£2,500.00 per year
Online and Social Media	£250.00	£350.00	£2,500.00 per year
Freshers Fair Stall	NA	NA	From £150.00
Leaflet Distribution	NA	NA	£100 per 1,000
Park Farm	2 weeks	4 weeks	Campaign
Poster Sites - 4-sheet	£220.00	£400.00	£1,500.00 per year
Space Hire	6 day charity - £350	6 day Commercial £550	
Premier Allestree Billboard	2 weeks	4 weeks	Campaign
32 sheet billboard	£450.00	£750.00	Call for Block Discounts
Production	inc artwork design - £195	print & fit - £130.00	
Derby Bus Station	2 weeks	4 weeks	Campaign
4 sheet Poster	£225.00	£350.00	£3,500.00 per year

Floor Graphic	NA	£350.00	£3,500.00 per year
Bay Poster	£75.00	£125.00	£1,250.00 per year
Exit Panels	NA	£350.00	£3,500.00 per year
Vinyls exit door graphics	NA	£300.00	£3,000.00 per year
Large banner graphic	NA	£650.00	£6,500.00 per year
Bay Vinyls	NA	£400.00	£4,000 per year
Washrooms poster x 10	NA	£75.00	£750.00 per year
Derby LIVE	2 weeks	4 weeks	Campaign
Pantomime Sponsorship	Please contact us for details	NA	£4,000 Bronze Package
"Beauty and the Beast- 2017"			£7,000 Silver Package
			£18,000 Gold Package
Burton Place Centre	2 weeks	4 weeks	Campaign
4-Sheet Poster	£250.00	£450.00	£2,500.00 per year
Floor Graphic	£350.00	£500.00	£2,500.00 per year
Banners	£350.00	£550.00	£2,500.00 per year
Space Hire	6 day charity - £350	6 day Commercial £550	
Guildhall Stafford	2 weeks	4 weeks	Campaign
4-Sheet Poster	£250.00	£450.00	£2,500.00 per year
Floor Graphic	£300.00	£470.00	£2,500.00 per year
Banner	£300.00	£500.00	£2,500.00 per year
Lift Lobby Poster	£200.00	£300.00	£2,500.00 per year
Car Park Banner	£250.00	£450.00	£2,500.00 per year
Space Hire	6 day charity - £350	6 day Commercial £550	
St. Margaret's Bus Station	2 weeks	4 weeks	Campaign
Wallposter	£200.00	£300.00	£2,000.00 per year

Floor Graphic	£200.00	£300.00	£2,000.00 per year
Banners	£300.00	£500.00	£2,000.00 per year
Space Hire	6 day charity - £350	6 day Commercial £550	
Showcase Delux -Intu Derby	4 weeks minimum	26 weeks	52 weeks
12 screens	£750 per week	£7,800.00	£10,400.00 per year
30 second advert digital or Live action (BBFC – U certificate confirmed)			
Run on all screens prior to all showings			
Production	£200.00	£200.00	£200.00
BBFC Certificate	£150.00	£150.00	£150.00
Showcase - Foresters Park	4 weeks minimum	26 weeks	52 weeks
11 screens	£750 per week	£7,800.00	£10,400.00 per year
30 second advert digital or Live action (BBFC – U certificate confirmed)			
Run on all screens prior to all showings			
Production	£200.00	£200.00	£200.00
BBFC Certificate	£150.00	£150.00	£150.00
Odeon Cinema -Derby	1 weeks	12 weeks	52 Weeks
10 screens	£1,000.00	£9,600.00	12 months available
30 second advert digital or Live action (BBFC – U certificate confirmed)			
Run on all screens prior to all showings			
Production	£430.00	£430.00	£430.00
BBFC Certificate	£150.00	£150.00	£150.00
Derby City Centre - Outdoor	4 weeks	12 weeks	52 Weeks
Lamp post sites (each)	£350.00	£1,050.00	£1,100.00

Roundabout Boards	NA	NA	£1,000.00
6-sheet poster boards	£300.00	£900.00	£3,000.00
Event Boards	£450.00	£1,350.00	£4,500.00
Leaflet Distribution - Residential	5000	10000	20000
Batch drop	£250.00	£450.00	£699.00
Solus Distribution	£399.00	£798.00	£1,480.00
Business / high streets	£450.00	£900.00	£1,600.00
Leaflets- A5 double sided, full colour	£99.00	£165.00	£265.00
Any printing quotes+ creative artwork design service + printing and distribution deals available + bespoke packages available			

Creative artwork design service	£65 per hour	per project - POA	call for bespoke design
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Printing	Price per project		
all printing enquiries welcome			
Creative artwork design available			

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