



2015

Advertising & Sponsorship Opportunities in Nottinghamshire

Targeted advertising solutions

Targeted advertising solutions

Nottinghamshire County Council offers a range of targeted advertising and sponsorship solutions in the local area. Affordable and effective, advertising through Nottinghamshire County Council allows you to reach people through digital, print and outdoor platforms.

785,000 Nottinghamshire residents

349,500 homes across the 7 districts of Nottinghamshire:

Ashfield, Bassetlaw, Broxtowe, Gedling, Mansfield, Newark and Sherwood and Rushcliffe.

180,700 children and young people (0 – 19 years), including **113,248** children attending 338 primary, secondary and special schools

130,179 older people – 65+

24,210 businesses employing **280,300** people

31m visitors every day

Our channels and distribution spans the entire county, including the major towns of:

Mansfield – population of 80,000

Worksop – population of 40,000

Sutton in Ashfield – population of 40,000

Newark – population of 25,000

Kirkby in Ashfield – population of 25,000

Retford – population of 20,000

Why advertise with us?

- Value for money, affordable and tailored packages you won't find anywhere else
- Unique opportunities to reach and talk to the residents of Nottinghamshire
- Direct distribution
- Thousands of opportunities to be seen
- Reliable and professional service, from arrangement and booking through to distribution / installation
- Competitive rates from our in house design service
- Good customer satisfaction.

Income generated from advertising and sponsorship helps offset the running of Council services to improve the lives of Nottinghamshire residents

Print Advertising

Our targeted publications are the ideal platforms to advertise your company to thousands of Nottinghamshire residents throughout the year.

County Life

Published every April, County Life is the Council's annual residents' guide. Distributed directly to 349,500 homes in Nottinghamshire it is packed with real life stories and information about Nottinghamshire and its residents.

Family Life

Family Life includes an invaluable guide for what's on over the summer holidays. With a print run of 92,000 copies, Family Life is distributed through primary schools, local libraries, leisure centres, country parks and children's centres.

Your Life

With a distribution of 105,000 Your Life is available at target venues and for groups that attract the over 50's. Packed with lively features and useful advice on how to get support from their Council and get the most out of life.

What's On Guide

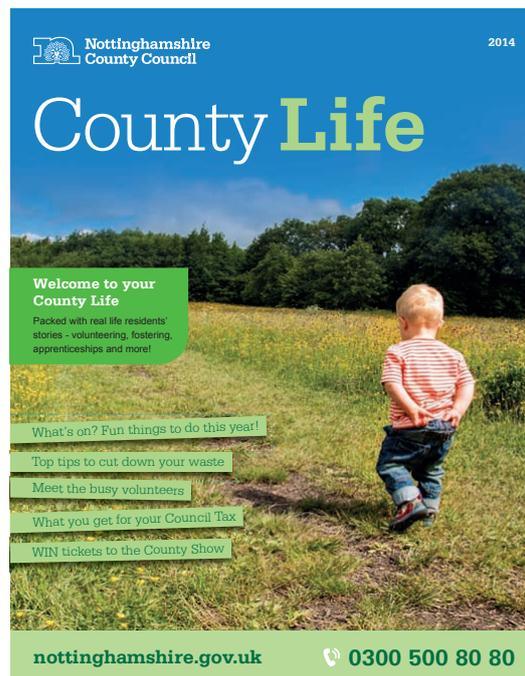
Featuring fun family activities, outdoor events, creative arts and exhibitions throughout autumn and winter, our What's On Guide is the ultimate tool for planning a great day out in Nottinghamshire. From October, over 80,000 copies will be distributed through schools, libraries, children's centres, colleges and leisure centres.

County Life

Our annual publication distributed directly to **349,500** households every April reaching 785,800 Nottinghamshire residents across the seven districts.

Our definitive guide to Council services is packed with real life stories, tips and advice along with key Council services and contact information and can be kept as a handy reference throughout the year.

Additional copies are distributed and available through the year at our libraries that attract an average of 250,000 visits per month plus all the Council's main buildings, customer service points and country parks.



County Life offers valuable advertising space for businesses and organisations who want to directly reach residents in Nottinghamshire.

Rates start from £1,120 for a quarter page advert.

Size: 240mm x 190mm
Print run: 370,000
Artwork deadline: February 2015
Publication date: April 2015

Rates

Main rate	Full page	½ page	¼ page
Inside page	£3,200	£1,920	£1,120
Premium space outside back	£3,800		
Premium space inside front	£3,400	£2,040	

All prices are subject to VAT.

Family Life

With around 45,000 under 5's and over 110,000 children attending Nottinghamshire schools – this is THE guide to reach parents and carers.

Distributed every July, just in time for the summer holidays, this 'one stop' guide is packed with the latest advice, essential information about our services, and an extensive pull out events section. It includes everything from how to save money, starting school and tips to get active.

Family Life is aimed at parents and carers with young children and is distributed directly to schools across Nottinghamshire, children's centres, libraries and activity centres to name just a few.



Family Life is a value for money targeted advertising opportunity for businesses and organisations wanting to reach a specific audience. Rates start from £600 for a quarter page advert.

Size: 240mm x 190mm
Print run: 92,000
Artwork deadline: April 2015
Publication date: June 2015

Rates

Main rate	Full page	½ page	¼ page
Inside page	£1,720	£1,030	£600
Premium space outside back	£2,085		
Premium space inside front	£1,875	£1,125	

All prices are subject to VAT.

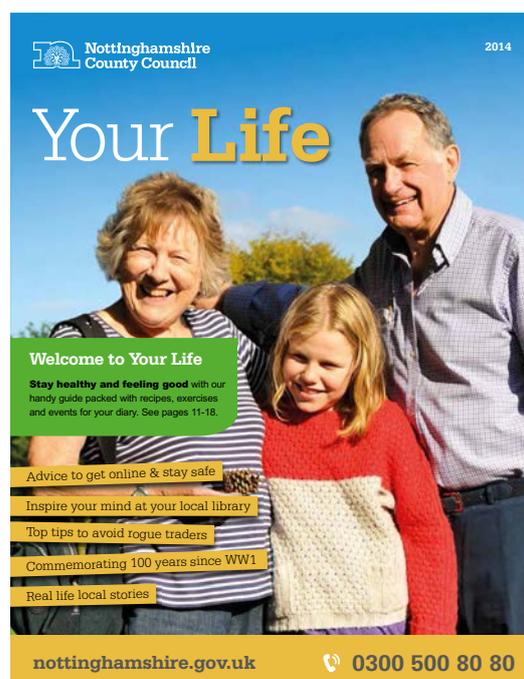
Your Life

Your Life is Nottinghamshire County Council's lifestyle magazine aimed at the over 50's. Featuring useful articles and information on local services, staying independent, volunteering and leisure activities, with an emphasis on health and wellbeing throughout.

With a circulation of 105,000 Your Life has a unique and comprehensive distribution network allowing advertisers to target this specific audience.

Distribution of Your Life:

- Displayed in county libraries, leisure centres, hospitals, GP surgeries, tea rooms and restaurants, train and bus stations and local places of interest including country parks and museums.



- Direct Mail to relevant groups including lunch clubs, community groups and parish councils.
- Over 3,500 sent via direct mail to bus pass holders
- A copy is given to every county primary school child to take home and share with older relatives or neighbours.

Rates start from just £600 for a quarter page advert.

Size: 240mm x 190mm
Print run: 105,000
Artwork deadline: July 2015
Publication date: September 2015

Rates

Main rate	Full page	½ page	¼ page
Inside page	£1,720	£1,030	£600
Premium space outside back	£2,085		
Premium space inside front	£1,875	£1,125	

All prices are subject to VAT.

What's On

Packed with great things to do for the whole family throughout autumn and winter, this is the ultimate guide for planning a great day out in Nottinghamshire.

Featuring great family activities, outdoor events, creative arts and exhibitions across all of Nottinghamshire's seven districts.

84,000 copies of our essential 'what's on' guide are distributed through schools, libraries, children's centres, colleges, leisure centres, District Councils and the County Council's country parks. There are around 45,000 under 5's and over 110,000 children attending Nottinghamshire schools – our guide is the guide for events and activities to inspire the whole family!



This is a value for money and targeted advertising opportunity for businesses and organisations wanting to reach this specific audience. Rates start from £550 for a quarter page.

Ask us about other advertising opportunities in our What's On email bulletin (see page 9).

Size: 240mm x 190mm
Print run: 84,000
Artwork deadline: August 2015
Publication date: October 2015

Rates

	Full page	½ page	¼ page
Inside page	£1,720	£1,032	£550
Premium space outside back	£2,085		

All prices are subject to VAT.

Advert Size & Guidelines

County Life, Family Life, Your Life & What's on

To book and for more information about advertising with Nottinghamshire County Council

Call: 0115 977 4157 Email: marketing@nottsc.gov.uk

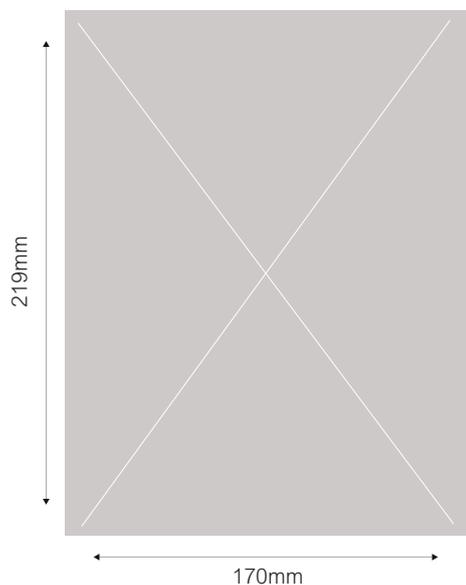
www.nottinghamshire.gov.uk/advertise

Artwork specifications

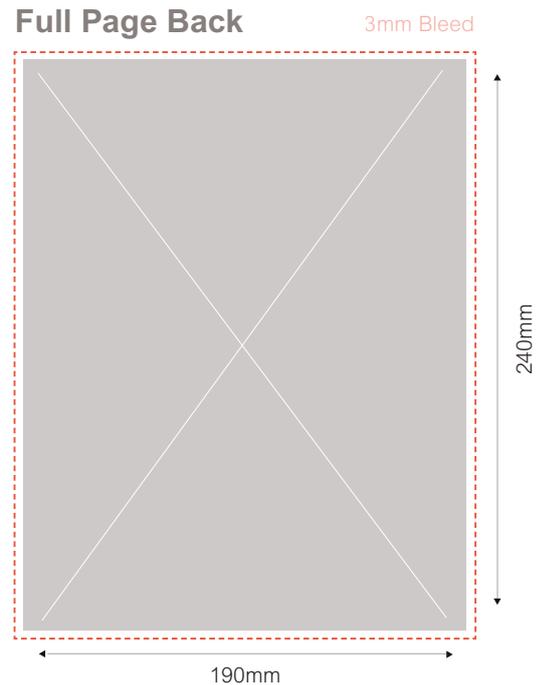
Adverts can be supplied in any of the following formats:

- ▶ EPS file with embedded fonts and images
- ▶ Postscript file with embedded fonts and images
- ▶ Indesign CS files (with fonts, images etc) – Mac files only
- ▶ High resolution (300dpi) PDF file with embedded fonts
- ▶ Four colour process CMYK – all spot colours must be converted to four colour process.

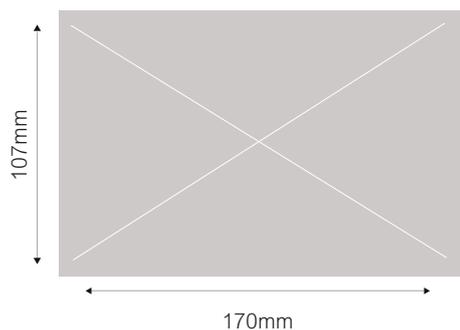
Full Page Inside



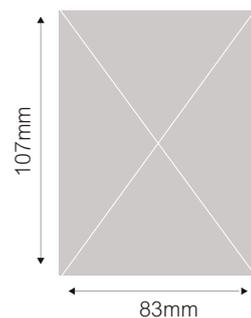
Full Page Back



½ Page Inside



¼ Page Inside



Email bulletins

emailme is the Council's free email update service, keeping residents and local businesses up to date with the latest information.

With over 38,000 subscribers who have signed up to topics that matter to them, emailme provides a cost effective and targeted advertising opportunity.

As we only send people information about topics they've told us they want to receive, emailme provides a very cost effective and targeted advertising opportunity.

Our average open rates are well above the national average at around 32% (national average 15%).

Our average click through rate on featured links is 18%.



Advertising is available in a variety of weekly and monthly bulletins, including:

- What's On
- Jobs
- Latest news major libraries events and news
- Health and Wellbeing

Contact us for the current list of bulletins, availability and deadlines.

Rates start from just £50+VAT with discounts available for multiple bookings.

Artwork format and size:

All advertisements are banner format, positioned at the bottom of each email bulletin.

Size: 150 pixels (H) x 580 pixels (W).

Format: PNG or JPEG

*Our subscriptions are rapidly increasing, please ask for the latest figure upon enquiry.

Digital TV screens

Showcase your business to more than 500,000 people every month. Advertise in high footfall, central locations using our conveniently located digital screens in local libraries and Mansfield Bus Station.



From the new £9m Mansfield Bus Station to some of our most popular libraries, we can help you reach thousands of commuters and consumers every week.

Choose from 25 screens and showcase your business to more than 500,000 people every month advertising in high footfall, central locations using our conveniently located digital screens.

Advertise from £15 per week (based on a 12 month commitment with one of our libraries). Discounts and package deals are also available. We can also tailor a bespoke package for you which could include the display of your leaflets in the libraries you advertise in.

Please contact our supplier Info Local for more information on **0800 999 3700** quoting reference 'nccmedia2' or visit **www.infolocal.co.uk**

Roundabout Sponsorship

Highly visible sponsors' signage sited on roundabouts county wide with daily traffic flows of up to **40,000** vehicles.

Sponsor a roundabout in Nottinghamshire* and not only will you enhance the profile and local awareness of your business, but you'll also be supporting the enhancement of the local environment.

Perfect for local businesses conscious about social responsibility and doing their bit for their local community, roundabout sponsorship helps support highways maintenance and in some cases, additional plantings.

With up to **40,000** passing vehicles every day, roundabout sponsorship is an affordable, highly visible advertising channel.

The Council's roundabout sponsorship scheme is managed by Community Partners Limited who are working to prepare and implement a new scheme, to be launched soon.

For initial enquiries and to register your interest, please contact Richard Eccles, Community Partners Limited.

Telephone: **0161 749 8575**.

Email: **richard.eccles@communitypartners.co.uk**

*Sponsorship is subject to planning permission



Lamp post banners

High visibility banners, various locations county wide with daily traffic flows of up to 40,000 vehicles and monthly footfalls of up to 348,000.

We have over 100 lamp column banner sites in Nottinghamshire sited in town centres and along main routes with combined weekly traffic flows and footfall of around 100,000 vehicles and pedestrians.

Our sites provide thousands of 'opportunities to see' every week - promote your event or business to visitors and residents using this high visibility platform.

The Council is currently working to develop the network and implement this new and great value advertising scheme.

Advertising packages will be available, plus exclusive banner sites tailored for your business or organisation.

To register your interest and discuss available options, please call us on: **0115 97 74899** or email: **marketing@nottsc.gov.uk**