



2014

# Advertising & Sponsorship Opportunities in Nottinghamshire

► Targeted advertising solutions

# Contents

## Targeted advertising solutions

### Print Advertising

- ▶ County Life
- ▶ Family Life
- ▶ Your Life
- ▶ Advert Size & Guidelines

### Outdoor Advertising

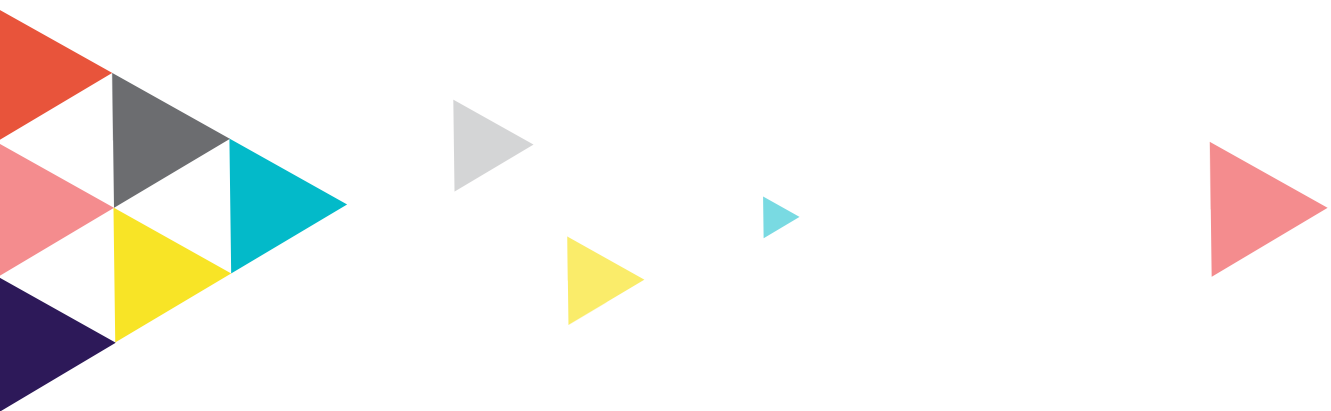
- ▶ Lamp post banners


### Digital Advertising

- ▶ Digital TV screens

### Event Sponsorship & Programme Advertising

- ▶ The 30th Anniversary Robin Hood Festival - Headline Sponsor
- ▶ The 30th Anniversary Robin Hood Festival - Jousting Arena Sponsor
- ▶ The 30th Anniversary Robin Hood Festival Programme





# Targeted advertising solutions

Our advertising and sponsorship opportunities are local, affordable and effective, helping you reach more people through our digital, print and outdoor platforms:

**785,800** Nottinghamshire residents

**349,500** homes across the 7 districts (Ashfield, Bassetlaw, Broxtowe, Gedling, Mansfield, Newark and Sherwood, 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 year

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

**Mansfield (population 80,000)**

**Worksop (population 40,000)**

**Sutton in Ashfield (population 40,000)**

**Newark (population 25,000)**

**Kirkby in Ashfield (population 25,000)**

**Retford (population 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.

The income generated from advertising and sponsorship will help to offset the running of Council services to improve the lives of Nottinghamshire residents.

# Print Advertising

Our targeted publications are the ideal platform 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 direct to 349,500 homes.

## **Family Life**

Featuring the only what's on guide given to every primary school child to take home, Family Life is published in June. 90,000 copies will be distributed through primary schools county wide as well as local libraries, leisure centres, country parks and children's centres.

## **Your Life**

Healthy living and wellbeing are the themes running through Your Life - our guide for older residents. From September, more than 90,000 copies will be distributed to targeted venues and groups that attract our older residents.

# County Life

Our definitive guide to Council services is distributed directly to 349,500 homes every April reaching 785,800 residents across seven districts - including both busy towns and harder to reach rural areas.

Published once a year the annual guide features fascinating real life stories, top tips and advice alongside key Council service and contact information as a handy reference throughout the year.

We distribute additional copies, available all year round, to our libraries attracting 250,000 visits per month plus all our 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.

A unique advertising opportunity to reach Nottinghamshire residents in a quality and trusted publication. Rates start from £960 for a quarter page advert

**Size: 240mm x 190mm**  
**Print run: 370,000**  
**Artwork deadline: February 2014**  
**Publication date: April 2014**

## Rates

Main rate	Full page	½ page	¼ page
Inside page	£3,200	£1,900	£960
Premium space outside back	£3,800		
Premium space inside front	£3,400	£2,000	£1,020

All prices are subject to VAT.

# Family Life

With around 45,000 under 5s and 113,248 children attending Nottinghamshire schools – our guide is THE guide for all savvy parents and carers.

Distributed every June, our 'one stop shop' guide is packed with the latest advice and essential information about services, activities and an extensive pull out events section. It includes everything from registering a birth and baby naming, to real nappies, starting school, health services and more!

Aimed at parents/carers with primary and secondary aged children, Family Life is distributed across Nottinghamshire to schools, children's centres, libraries and activity centres to name a few.



A value for money and targeted advertising opportunity for businesses and organisations wanting to reach this specific audience. Rates start from £530 for a quarter page advert.

**Size:** 240mm x 190mm  
**Print run:** 90,000  
**Artwork deadline:** April 2014  
**Publication date:** June 2014

## Rates

Main rate	Full page	½ page	¼ page
Inside page	£1,770	£1,060	£530
Premium space outside back	£2,085		
Premium space inside front	£1,875	£1,125	£565

All prices are subject to VAT.



# Your Life

Healthy living and wellbeing are the themes running through Your Life, our older persons guide aimed at retired and semi-retired residents in Nottinghamshire.

Featuring useful information and advice about local services, healthy living, leisure activities, transport and money saving schemes. The guide includes help and support information for carers too.

With a circulation of 90,000 Your Life will be distributed to groups and venues targeting older people across Nottinghamshire.



This is an exclusive advertising opportunity for businesses or organisations who want to reach this niche target audience. Rates start from £530 for a quarter page advert.

**Size: 240mm x 190mm**  
**Print run: 90,000**  
**Artwork deadline: July 2014**  
**Publication date: September 2014**

## Rates

Main rate	Full page	½ page	¼ page
Inside page	£1,770	£1,060	£530
Premium space outside back	£2,085		
Premium space inside front	£1,875	£1,125	£565

All prices are subject to VAT.

# Advert Size & Guidelines

County Life, Family Life, Your Life

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

**Call:** 0115 977 4157 **Email:** [marketing@nottscc.gov.uk](mailto:marketing@nottscc.gov.uk)

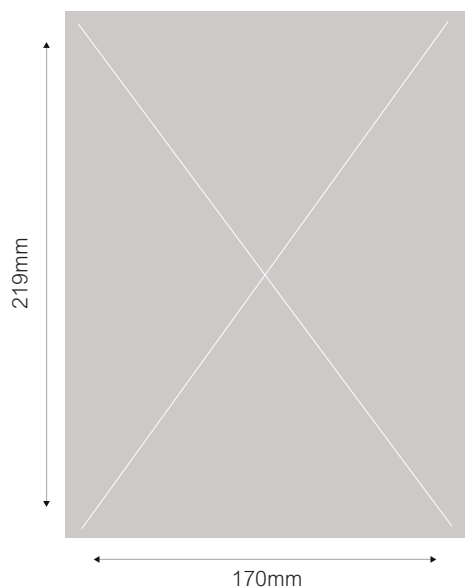
**[www.nottinghamshire.gov.uk/advertise](http://www.nottinghamshire.gov.uk/advertise)**

## Artwork specifications

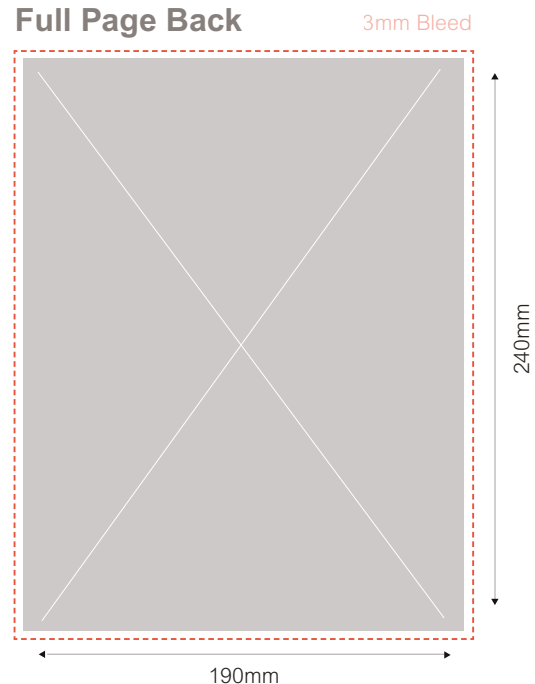
**Adverts can be supplied in any of the following formats:**

- ▶ 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.

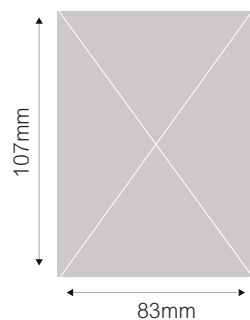
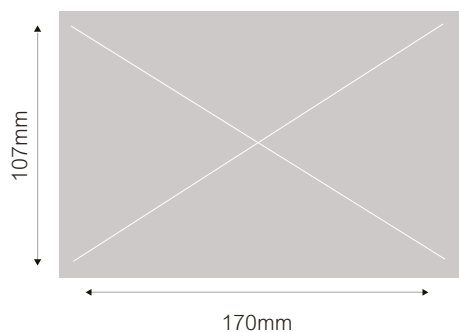
**Full Page Inside**



**Full Page Back**



**½ Page Inside**



**¼ Page Inside**



# Lamp post banners

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

## **The M1 motorway runs through the county, connecting Nottingham to London, Leeds and Leicester by road.**

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.

Discounts and value for money advertising packages are available, plus exclusive banner sites tailored for your business or organisation.

To register your interest and discuss available options, please call us on: **0115 977 4214** or email: **[marketing@nottscc.gov.uk](mailto:marketing@nottscc.gov.uk)**



“The prestige of the locations of Nottinghamshire County Council’s lamp column banners made them a natural fit with our desire to welcome the world to Trent Bridge for our Investec Ashes Test in 2013. It was very important to us to deliver clear and consistent branding in our marketing and match delivery and ensuring a significant presence of our imagery on the physical journey to the ground tied everything together nicely.

We plan to re-purchase these sites for more major matches at Trent Bridge working with our partners Nottinghamshire County Council to deliver the best possible experience for residents and visitors alike.”

**Michael Temple**  
**Head of Marketing & Communications**  
**Nottinghamshire County Cricket Club**

# 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](http://www.infolocal.co.uk)**



# The **30th** Anniversary Robin Hood Festival

**Sherwood Forest Country Park, 4-10 August 2014**

The Robin Hood Festival is our largest event and one of the biggest celebrations of Robin Hood in the world.



## **About the festival**

With seven days of medieval fun, including costumed characters, musicians, falconry displays, archery, jousting, crafts stalls and more, the festival attracts visitors from around the country and globe.

## **Demographics**

- ▶ Seven days
- ▶ 50,000 visitors
- ▶ Visitors come from within Nottinghamshire, elsewhere in the UK and worldwide.



## The **30th** Anniversary Robin Hood Festival **Headline Sponsor**

Sponsor the whole festival and receive profile across all offline, online and media channels.

This is a unique opportunity for your company to be linked with the legend of Robin Hood.

You'll receive significant profile both online and offline, with prominent onsite event branding to an audience of 50,000 and an extensive pre-event outdoor, digital and print campaign across the county.

The festival also attracts wide attention from local, regional and national media helping to raise the profile of your company throughout Nottinghamshire and beyond.

"We had a fantastic time at our first visit to the festival today. Such a brilliant day, well organised and so glad it's free so more people can enjoy."

2013 festival visitor

### **Sponsorship to include:**

- ▶ Logo featured on all promotional materials
- ▶ Naming rights: The [sponsor's name] Jousting Arena
- ▶ Prominent branding around the jousting enclosure
- ▶ Company name featured in all festival PR activity
- ▶ Logo and branding on the Robin Hood festival webpage
- ▶ Advert and profile within the festival programme
- ▶ Logo on festival e-news to contacts database
- ▶ Exhibitor stand which can be used for promotional activity
- ▶ VIP privilege pass to festival launch event
- ▶ VIP tour of festival.

We understand that you may have particular requirements and are happy to discuss these with you.

To register your interest and for more information on sponsorship costs, please call **0115 977 4157** or email: **[marketing@nottscc.gov.uk](mailto:marketing@nottscc.gov.uk)**





# The **30th** Anniversary Robin Hood Festival

## Jousting Arena Sponsor

Jousting takes place on the festival's most popular days: Wednesday 6, Saturday 9 and Sunday 10 August 2014.

Sponsor the action-packed jousting tournaments at the Robin Hood Festival and receive profile across selected offline, online and media channels. Featuring Robin Hood and the Sheriff, the ever popular jousting tournaments draw the festival's biggest crowds.

This sponsorship opportunity offers high brand visibility for your company, as the jousting events generate the festival's largest footfall.

"Had a super day with my boys at the festival. Loved the jousting, nearly lost my voice shouting for Robin Hood and Will Scarlett. Can't wait to come back next year."

2013 festival visitor

### Demographics

- ▶ Three days
- ▶ 21,500 visitors
- ▶ Visitors come from within Nottinghamshire, elsewhere in the UK and worldwide.

### Sponsorship to include:

- ▶ Naming rights: The [sponsor's name] Jousting Arena
- ▶ Prominent branding around the jousting enclosure
- ▶ Banner advert and profile within the festival programme
- ▶ Logo and branding within the Robin Hood festival webpage
- ▶ Company name featured in PR activity for the jousting events
- ▶ Exhibitor stand which can be used for promotional activity.

To register your interest and for more information on sponsorship costs, please call **0115 977 4157** or email: **marketing@nottsc.gov.uk**

# Robin Hood 30th Anniversary Festival Programme

Sherwood Forest  
Country Park,  
Nottinghamshire  
4-10 August 2014

## About the festival

The Robin Hood Festival is our largest event and one of the biggest celebrations of Robin Hood in the world.

With seven days of medieval fun, including costumed characters, musicians, falconry displays, archery, jousting, crafts stalls and more, the festival attracts visitors from around the country and globe.



## Demographics

- ▶ Seven days
- ▶ 50,000 visitors
- ▶ Visitors come from within Nottinghamshire, elsewhere in the UK and worldwide.

## About the programme

- ▶ Size: A5
- ▶ Print run: 4,000
- ▶ Distribution: on sale during the festival
- ▶ Artwork deadline: July 2014
- ▶ Publication date: August 2014

## Rates

Main rate	Full page	½ page
Inside page	£250	£170
Premium space outside back	£300	
Premium space inside front	£275	

All prices are subject to VAT.



# Advert Size & Guidelines

## Robin Hood 30th Anniversary Festival Programme

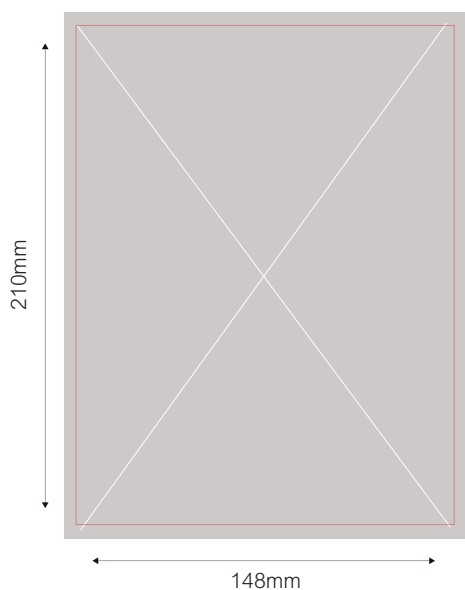
To book and for more information about advertising  
with Nottinghamshire County Council  
**Call:** 0115 977 4157 **Email:** [marketing@nottsc.gov.uk](mailto:marketing@nottsc.gov.uk)  
[www.nottinghamshire.gov.uk/advertise](http://www.nottinghamshire.gov.uk/advertise)

### Artwork specifications

Adverts can be supplied in any of the following formats:

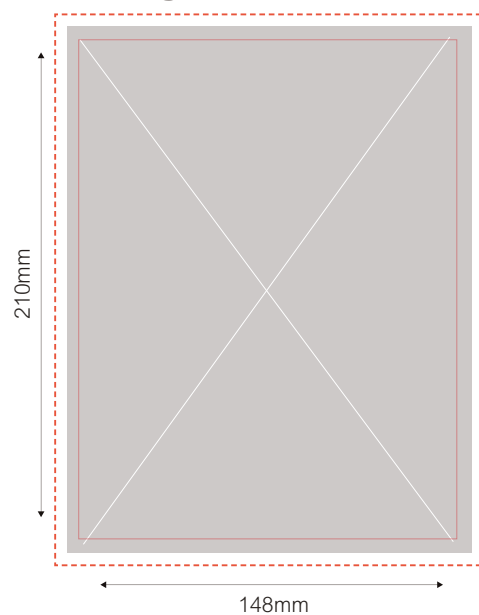
- ▶ EPS file with embedded fonts and images
- ▶ Postscript file with embedded fonts and images
- ▶ Indesign CS files (with fonts, images etc) – Mac files only
- ▶ High resolution (300dpi) PDF file with embedded fonts
- ▶ Four colour process CMYK – all spot colours must be converted to four colour process.

#### Full Page Inside



#### Full Page Back

+ 3mm Bleed



#### ½ Page Inside

