

ADVERTISING OPPORTUNITIES IN SOUTHAMPTON

Southampton City Council offer highly effective and competitively priced outdoor and digital advertising opportunities that can help you reach hundreds of thousands of potential customers across the city. We can offer businesses of all sizes the opportunity to get their product, service or event, in front of their target audience.

Opportunities are available for short-term (a few weeks) advertising, to long-term (a year or more) sponsorships, ensuring that we can deliver solutions to a broad range of advertising objectives and budgets.

		Approx. opportunities to see per month	Dimensions (width x height)	Price per month (ex. VAT)	Contact
OUTDOOR					
Car park lift doors	Bedford Place	5,000 cars	Each door is 435mm x 1,995mm (2 doors)	£400 (inc. production & installation)	Email: advertising@southampton.gov.uk
	Grosvenor Square	7,500 cars	Each door is 393mm x 1,995mm (2 doors)	£450 (inc. production & installation)	
	Eastgate MSCP	25,500 cars	Single door is 835mm x 2,015mm (1 door)	£600 (inc. production & installation)	
	Marlands	37,500 cars	Each door is 645mm x 1,995mm (2 doors)	£700 (inc. production & installation)	
Lampposts	Banners located across the city	Up to 800,000 (dependent on location)	2000mm x 800mm	Price on request	Email: lisawilliams@communitypartners.co.uk Tel: 07810 505091
City welcome signs	Choose from 16 welcome signs	Up to 1.9 million (dependent on location)	Two sizes dependent on site 2000mm x 500mm or 1395mm x 500mm	Price on request (min. one year booking)	
Roundabouts	Roundabouts located across the city	Dependent on location	Two sizes dependent on site - 1200mm x 400mm or 1500mm x 500mm	Price on request (min. one year booking)	
Itchen Bridge	Canopy - eastern-facing	285,000 journeys across the bridge	More information upon request	Price on request (min. one year booking)	Email: advertising@southampton.gov.uk

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DIGITAL					
E-alert banners (placed at top of e-alert)	City Events	43,750 subscribers	700 x 200px	£125	Email: advertising@southampton.gov.uk
	Culture Vulture	41,950 subscribers		£125	
	Community News & Events	30,400 subscribers		£100	
	City News	23,000 subscribers		£75	
	All SCC Staff – Chief Exec. update	6,600 subscribers		£75	
	All SCC staff - Bulletin	6,600 subscribers			
	Business News	1,200 subscribers		£50	
	Package - all above e-alerts	162,650 subscribers		£500 (10% discount if you book all above e-alerts)	
Staff intranet	Homepage carousel	30,000 page views	576 x 324 px	£100	
Southampton City Council website	Banners – MPUs, leaderboards and iBar	250,000 homepage views	On request	Price on request	Email: advertising@southampton.gov.uk
SPONSORSHIP					
Christmas tree – Bitterne precinct	Tree base advertising	13,800 residents of Bitterne	4 x panels - 1,940mm x 1,220mm	£1,500 (inc. production & installation)	Email: advertising@southampton.gov.uk
Christmas tree – Guildhall Square	Tree base advertising	253,651 residents of Southampton	4 x panels - 1,940mm x 1,220mm	£3,000 (inc. production & installation)	

Our in-house design team offer creative and innovative solutions for your advertising needs from just £50+VAT per hour.

Discounts may be given for multiple or package bookings.

For details email advertising@southampton.gov.uk or visit www.southampton.gov.uk/advertising