

# Advertise Dorset



## Media Pack 2018/19

Connecting you with Dorset's  
residents, businesses and visitors

Dorset is a thriving county with a varied landscape; from idyllic picturesque countryside and a coastline that forms a major part of the Jurassic Coast Natural World Heritage Site.

It has the UK's fastest growing digital economy, a rapidly developing creative and knowledge industry, a thriving tourism sector and it has the potential to grow in a number of other sectors.

Its market towns are vibrant and it has a creative cultural scene and a strong sense of community and identity.

Dorset County Council can help you promote your brand to Dorset's:

- **1 Million** plus daily motorists
- **422,730** residents
- **18 Million** yearly visitors
- **22,000** businesses

Our broad portfolio of sponsorship, advertising sites and promotional opportunities give the potential for your message to be widely viewed, whether you're looking to promote a product, service or event. Current opportunities include:



Roundabout Sponsorship



Bus Shelter Advertising



Vehicle Advertising



Car Parking Ticket Advertising



E-newsletter Sponsorship



Bin Lid Advertising





Dorset County Council has over 80 roundabouts in high traffic areas offering your business a local presence and brand awareness all year round.

- **Exclusive:** Sponsorship opportunities provide you with exclusivity, ensuring that only your brand is identified and is synonymous with prominent roundabout landmarks across the county.
- **Cost Effective:** For an agreed annual fee your brand will be seen by thousands of road users 365 days a year.
- **Flexible:** One or two year terms are available, with the option to vary your message on each sign position.
- **Supporting Dorset:** Partnering with the Council to support service delivery and enhance the local environment.
- **Targeted:** Advertise on roundabouts near to your business or select a location in a town where you want to build and enhance your reputation.





## Sponsorship Overview

- Exclusive sponsorship is for an initial period of 12 or 24 months.
- By sponsoring a roundabout your company logo and promotional message will be displayed on signage in highly visible locations on your sponsored roundabout.
- Sponsorship includes all of the signs on an individual roundabout (between 2 to 5 depending upon the number of junctions available at the location).
- Sponsored signage is typically placed opposite each access road to the roundabout and are made to the same high-quality as standard highway signage.
- Fees include design (subject to the sponsor providing us with the artwork for the design in the correct format), manufacture and installation of all signage, plus maintenance of the site.

## Availability

- Over 80 roundabouts are approved for sponsorship across Dorset. For the latest availability or to join the waiting list, please contact our marketing team on 01305 224125 or email: [marketing@dorsetcc.gov.uk](mailto:marketing@dorsetcc.gov.uk) or visit: <https://web.dorsetcc.gov.uk/advertise/>

## Sponsorship Fees

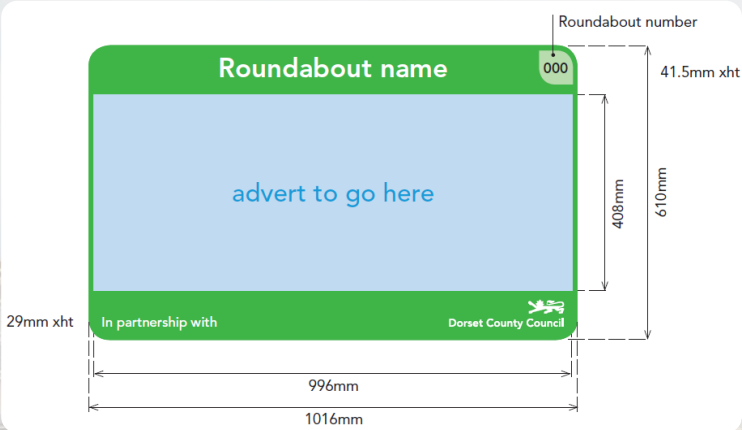
- Sponsorship packages start from £1800 + VAT per annum to £4500 + VAT per annum.
- Sponsorship rates are subject to an annual review and are determined by size of roundabout, number of signs available, location and traffic flow.







## Signage specification and examples

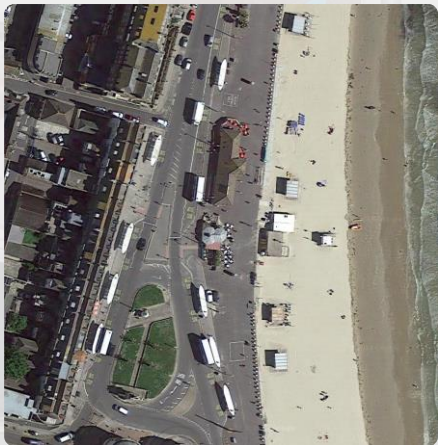




## Prime seafront advertising in Weymouth

Bus shelter advertising is perfect for a local campaign, providing 24-hour visibility at high-circulation sites, to an audience of bus users, vehicular and pedestrian traffic including visitors, residents and shoppers.

Promote your business to nearly 1 million visitors along Weymouth Esplanade and seafront from just £25 per week\*. Our prime advertising positions are located at eight bus shelters situated in the Kings Statue area of Weymouth, adjacent to the busy seafront and located within an easy short walk to the main shopping areas.







Prices listed below include print and installation – bookings are for a min. 3 month duration.

Booking Duration: 3 months	4 Posters (split across 2 shelters)	8 Posters (split across 4 shelters) (price includes 5% discount)	12 Posters (split across 6 shelters) (price includes 10% discount)	16 Posters (split across 8 shelters) (price includes 15% discount)
Jan - March	£300	£570	£810	£1,020
April - June	£600	£1,140	£1,620	£2,040
July - Sept	£750	£1,425	£2,025	£2,550
Oct - Dec	£600	£1,140	£1,620	£2,040

- All above prices exclude VAT
- Prices include posters and installation
- Additional 5% discount available for bookings of 6 months.
- Posters will be displayed on both the road-facing and pavement-facing sides of the bus shelter to maximise the visibility to bus users, motorists and pedestrians, e.g. 4 posters option: 2 posters facing inside the shelters, 2 posters facing the outside of the shelters
- Poster sizes 647 mm x 1027 mm (safe area for printed text 567mm x 947mm)
- Artwork design can be provided – price on application.
- If you want to promote your business using bus shelter advertising in Weymouth or other areas of Dorset, speak with the Marketing Team about your requirements.





Whether you want to highlight a new promotion, offer a redemption voucher, raise brand awareness or increase footfall, car parking ticket advertising is a cost effective approach that puts your message directly into the hands of your audience.



Packages are currently available in the following areas:  
Dorchester, Weymouth, Durlston Country Park, and Purbeck.

Prices from £595 +VAT for 40,000 tickets (equivalent to £17.85 per 1000 adverts).



Bin lid advertising is unique and highly targeted - get your marketing messages repeatedly viewed by residents throughout the year.

## How does it work?

Adverts are mounted onto the underside of bin lids, including a choice of new and replacement garden waste bins distributed from our depots, and in recycling and general waste bins along specified routes or towns.

Residents will see the advert each time they lift the bin lid – giving you repeat opportunities to communicate your messaging over a 12 month period.

Adverts are accompanied by helpful information from the Dorset Waste Partnership regarding the correct usage of the bin.

Stickers are moisture resistant, gloss laminated, high quality material and will remain in place for a minimum of 12 months.



## Availability

Packages start from 500 bin lid stickers.

Overall sticker is A4 in size, with the advert size A5 landscape (148 x 210 mm).

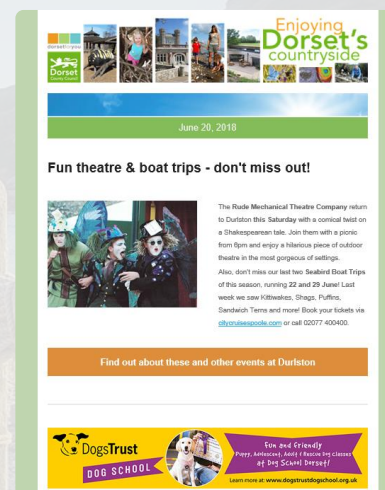
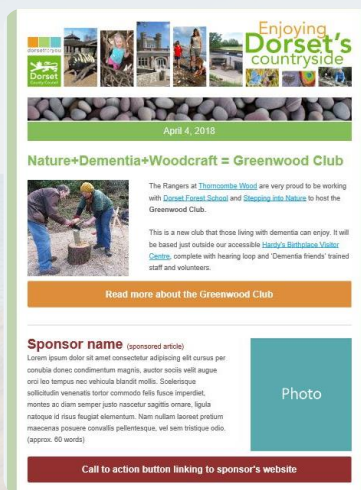
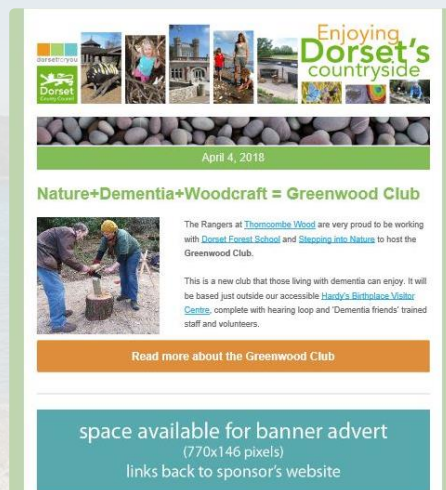
Prices from £1000 (+VAT)







Sponsor 'Enjoying Dorset's Countryside' - a monthly e-newsletter including the latest coast and countryside news, local events and more from across the county.



## Sponsorship options include:

- Sponsored banner (size 770 pixels x 146 pixels) with hyperlink directing readers to sponsor's own website.
- Sponsored article with photo and call to action button.

Other newsletter publications may be available, please ask the Marketing Team for availability.

Subscriber numbers: approx. 14,000  
Average open rate: 38%

Prices from £150 +VAT

Advertise Dorset



Email: [marketing@dorsetcc.go.uk](mailto:marketing@dorsetcc.go.uk)  
Call: 01305 224125



Advertising on refuse and recycling vehicles is an eye-catching way of creating brand recognition and reaching a wide audience. Turn our fleet into your moving billboard.

Our vehicles circulate through town centres, residential areas, main and side roads, and cul-de-sacs ensuring maximum visibility. Dependent on your campaign requirements we can make sure your advert is targeted to particular areas or to the whole county, helping you reach the right audience.



Price on application

Advertise Dorset




Email: [marketing@dorsetcc.go.uk](mailto:marketing@dorsetcc.go.uk)  
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# What our customers say...

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"At Blue Pool, we've had a very positive experience of roundabout sponsorship; the attraction has benefited from an increase in visitor numbers and word-of-mouth, and we've had growing in interest in Wareham Bears. We're also happy that, through our sponsorship, the community benefits from well-maintained and tidy roundabouts.

We'd recommend roundabout sponsorship in Dorset to other businesses and attractions due to the increased number of customers and the greater local awareness that it provides."

Carolyn Snook, Blue Pool

"We'd recommend roundabout sponsorship in Dorset as a great way of raising brand awareness, and at Dorset Windows we find it provides good value for money. With the right roundabout, we're able to promote our brand as people travel around and be in the forefront of people's minds."

Kath Pumfrey, Dorset Windows

# Our sponsors and advertisers...





## How to book sponsorship and advertising:

Email or call the marketing team for up to date offers and availability.

Email: [marketing@dorsetcc.gov.uk](mailto:marketing@dorsetcc.gov.uk)

Call: 01305 224125

Visit <https://web.dorsetcc.gov.uk/advertise/> for current advertising and sponsorship opportunities.

