

# Advertising with Exeter City Council



**BE SEEN EVERYWHERE  
IN EXETER**

EXETER  
LIVE BETTER





# Digital Advertising opportunities: Exeter St David's Station, Exeter Central Station, Guildhall Shopping Centre, Bus Station & Riverside Leisure Centre

## Book a spot on our digital advertising screens at:

Exeter Central Station,  
Exeter St David's Station,  
Guildhall Shopping Centre,  
Bus Station, St Sidwell's Point Leisure Centre  
& Riverside Leisure Centre  
to potentially reach millions per year.

## Screens available at:

Exeter St David's Station - 43inch  
Exeter Central Station - 43 inch  
Guildhall Shopping Centre - 65 inch  
Bus Station - 70 inch x 2  
St Sidwell's Point Leisure Centre - 75 inch  
Riverside Leisure Centre - 65 inch

## Discounts available for advertising for longer periods:

3 months 10% discount  
6 months 20% discount  
12 months 35% discount

## Design:

We can provide a complete design and artwork service if required. Please enquire for a quote.



The digital advertising screens at Guildhall Shopping Centre, Exeter Central Station, Exeter St David's Station and the Riverside Leisure Centre, reach an excess of 7 million people annually. Our newly opened leisure centre, St Sidwell's Point is expected to see 500,000 unique visitors each year.

Price includes all 7 screens per week

All 7 screens	Visit Exeter Member	Non-member
10 seconds	£100 + VAT	£150 + VAT

To find out how to become a Visit Exeter member:  
[visit.exeter@exeter.gov.uk](mailto:visit.exeter@exeter.gov.uk)

For information & bookings, please email: [advertising@exeter.gov.uk](mailto:advertising@exeter.gov.uk) or call 01392 265365



# visit exeter



## Visit Exeter website banner adverts

Promote your business to 60,000 unique visitors per month online by placing a web banner on [www.visitexeter.com](http://www.visitexeter.com) – the official tourism website for Exeter.

Banner adverts link directly to your website. Dimensions are 300 x 250 pixels, and can be supplied either as a JPEG or animated GIF.

Please send finished artwork files to: [advertising@exeter.gov.uk](mailto:advertising@exeter.gov.uk)

**Design:**  
We can provide a complete design and artwork service if required. Please enquire for a quote.

### Price per month

Visit Exeter	Member	Non-member
All pages	£75	£150
Sectional	£50	£100

Dimensions: 300 x 250px  
Files: Jpeg or Animated Gif

To find out how to become a Visit Exeter member:  
[visit.exeter@exeter.gov.uk](mailto:visit.exeter@exeter.gov.uk)

Visit Exeter offers 5 unique membership packages so it's guaranteed that there is one suitable for your business

Prices start from as little as £100 + VAT per year



For more information on Visit Exeter membership: [visit.exeter@exeter.gov.uk](mailto:visit.exeter@exeter.gov.uk)

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# Roadvert



## Vehicle advertising around the city

Prices start from  
£500 per year

Our fleet of vehicles are out and about in Exeter every day, including the city centre, main and side roads, avenues and cul-de-sacs. Advertising on these vehicles creates a moving canvas and is the ideal way to promote your business to residents and the local community.

Our vehicle bookings are managed externally, by Roadvert. Please contact them directly for further information.



For information & bookings, please email: [info@roadvert.com](mailto:info@roadvert.com) or call 0800 772 0808



# Exeter Citizen

The Exeter Citizen is our quarterly newspaper. Over 59,000 copies are distributed to residents and businesses in the city, free of charge

**Design:**  
We can provide a complete design and artwork service if required. Please enquire for a quote.

Advert	Dimensions (w x h)	Cost (ex VAT)
Full Page	245mm x 330mm	£1150.00
1/2 Page	245mm x 165mm	£700.00
1/4 Page (P)	120mm x 165mm	£415.00
1/8 page (L)	120mm x 80mm	£300.00
1/6 Page	57mm x 80mm	£175.00
2x1 Earpiece	35mm x 35mm	£180.00
FP1	78mm x 105mm	£450.00
FP 2	78mm x 105mm	£450.00
FP Banner	258mm x 38mm	£650.00
Banner Ad	245mm x 38mm	£450.00
Boosted Map Ad*	68mm x 48mm	£200.00

\* designed in house. We require an image 68x24mm and 3 short lines of text

**Production and installation:**  
This is included in the fee and is guaranteed for the duration of the agreement.

**Discounts are provided if multiple issues are secured upon booking**



For information & bookings, please email: [advertising@exeter.gov.uk](mailto:advertising@exeter.gov.uk) or call 01392 265365





# Street banner advertising throughout Exeter city centre

Exeter City Centre attracts thousands of visitors per month and would create a perfect all year round opportunity for unrivalled direct advertising and exposure to shoppers.

We can offer multiple banner locations throughout the city centre with full advertising.

**£175 per week - Premium sites** (Queen St & High St)  
**£150 per week - Non premium sites**  
excludes production & installation

**Design:**  
We can provide a complete design and artwork service if required. Please enquire for a quote.

**Production and installation:**  
To be arranged separately.

**Please enquire for further information and booking form.**



**For information & bookings, please email: [advertising@exeter.gov.uk](mailto:advertising@exeter.gov.uk) or call 01392 265365**





# Poster site advertising throughout Exeter City Council's Car Parks

Advertise your business with A3 posters within Exeter City Council's most popular car parks. The poster sites are located in the prominent areas such as by ticket machines, entry and exit points to ensure your adverts reach their maximum footfall potential.

Visit Exeter	Member	Non-member
	£100	£120

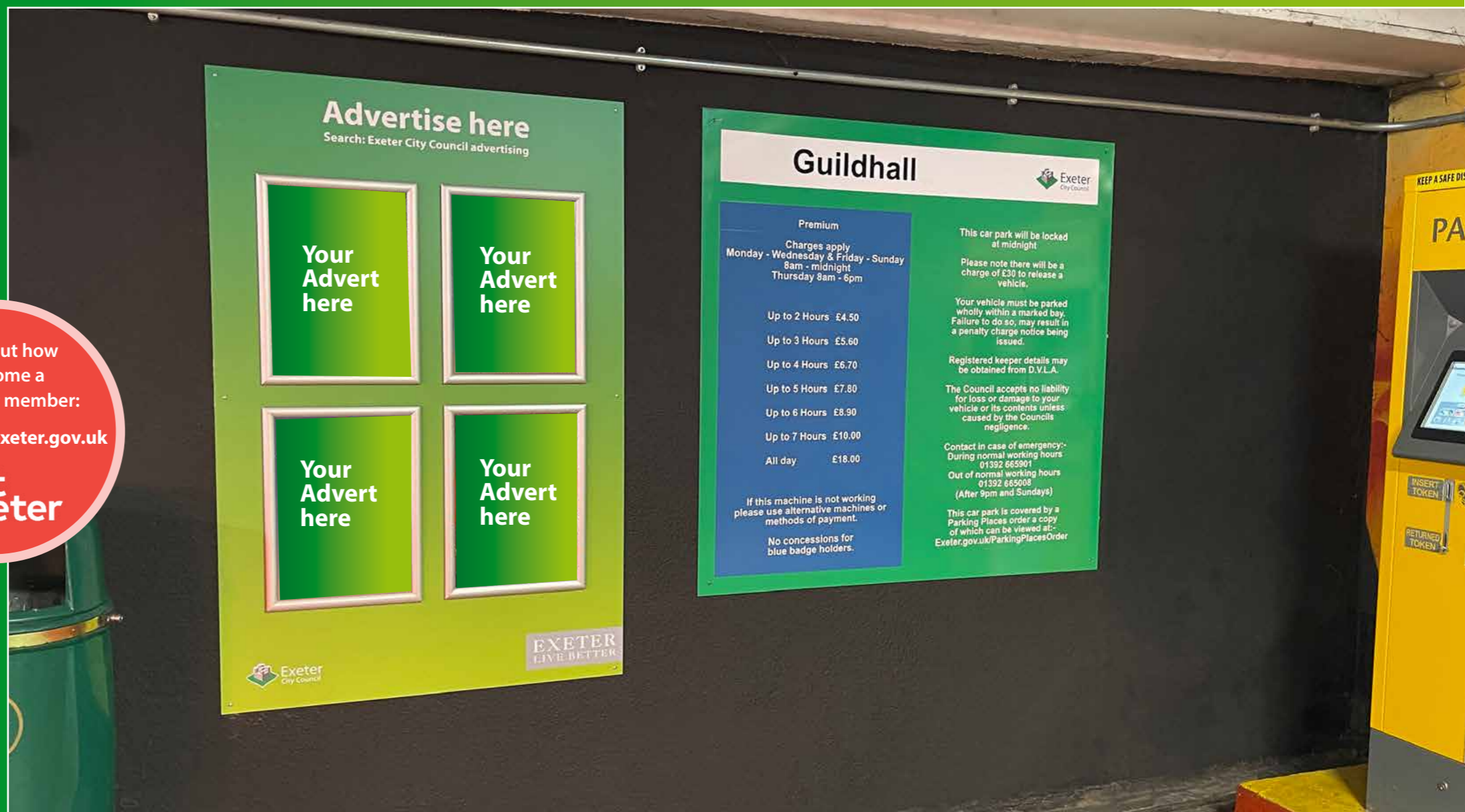
Dimensions: 210mm x 297mm portrait  
Files: Hi resolution pdf

To find out how to become a Visit Exeter member:  
[visit.exeter@exeter.gov.uk](mailto:visit.exeter@exeter.gov.uk)

During the 21/22 fiscal year, we had a daily average of 897 cars in the site, and this includes a reduced trading period which occurred during the second lockdown

**Design:**  
We can provide a complete design and artwork service if required. Please enquire for a quote.

**Production and installation:**  
is included within the price but artwork must be provided in a print ready format, preferably PDF, jpeg or png.



For information & bookings, please email: [advertising@exeter.gov.uk](mailto:advertising@exeter.gov.uk) or call 01392 265365