

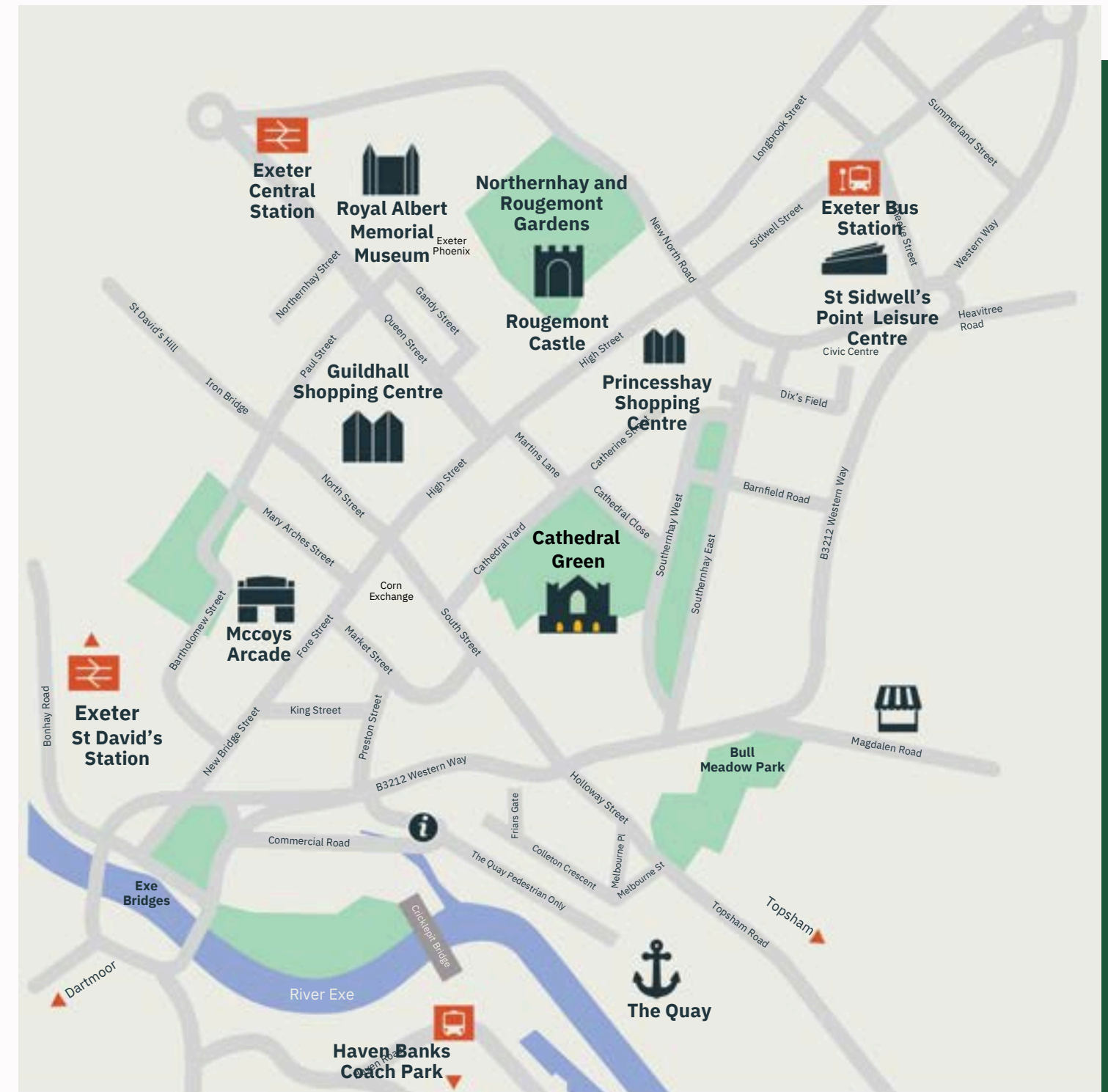
Exeter City Council

Advertising Pack



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Welcome to Exeter

01



34.7% of the population is qualified at **Level 4** and above.

500,000 People travel to work, **297,000** of these residents are of working age.



02

03



High employment rate of **78.8%**.

15.5% growth in population (2014-2024)



04

05



The healthcare, education, financial services, science, research, engineering, technology sectors **drive Exeter's economy**

University of Exeter -
Graduates ranked among the
top 10 for targeting by **leading
UK employers**



06

07



The City's cultural heritage
seamlessly blends historic
landmarks with trendy shops,
restaurant and art venues.

Exeter is poised to become
one of the UK's **fastest
growing** economies



08

Why Advertise with us?



As a city council **we hold many opportunities** for businesses to advertise in the heart of our beautiful Cathedral city, Exeter.

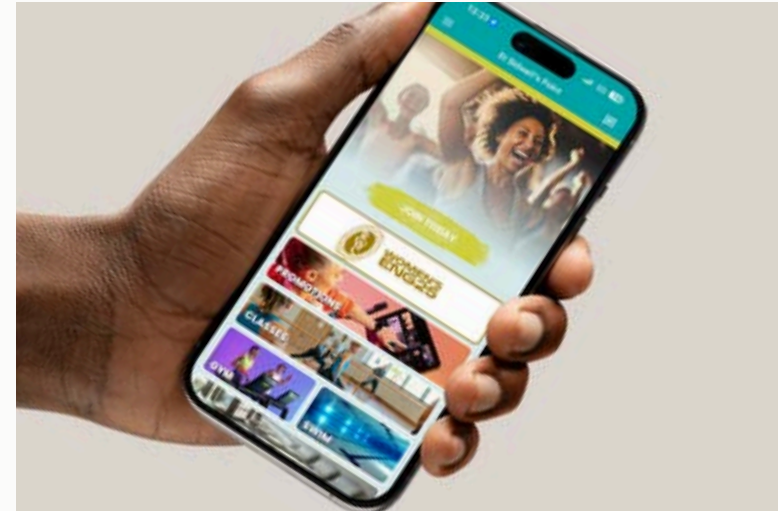
We **understand the struggle** of standing out from others, and the challenges posed on businesses by the increased use of digital channels.

We work with a significant number of large businesses such as, Disney, IKEA, Theatre Royal, Lidl, Devon & Cornwall police, NHS, Exeter College, University of Exeter and many more.

Opportunities Available



Digital Screens



Leisure Centre App



Product Placement



Banners over high street



Exeter Citizen



Poster Sites



Visit Exeter Website



Vehicles

Digital Advertising Screen Packages

1) City Screens



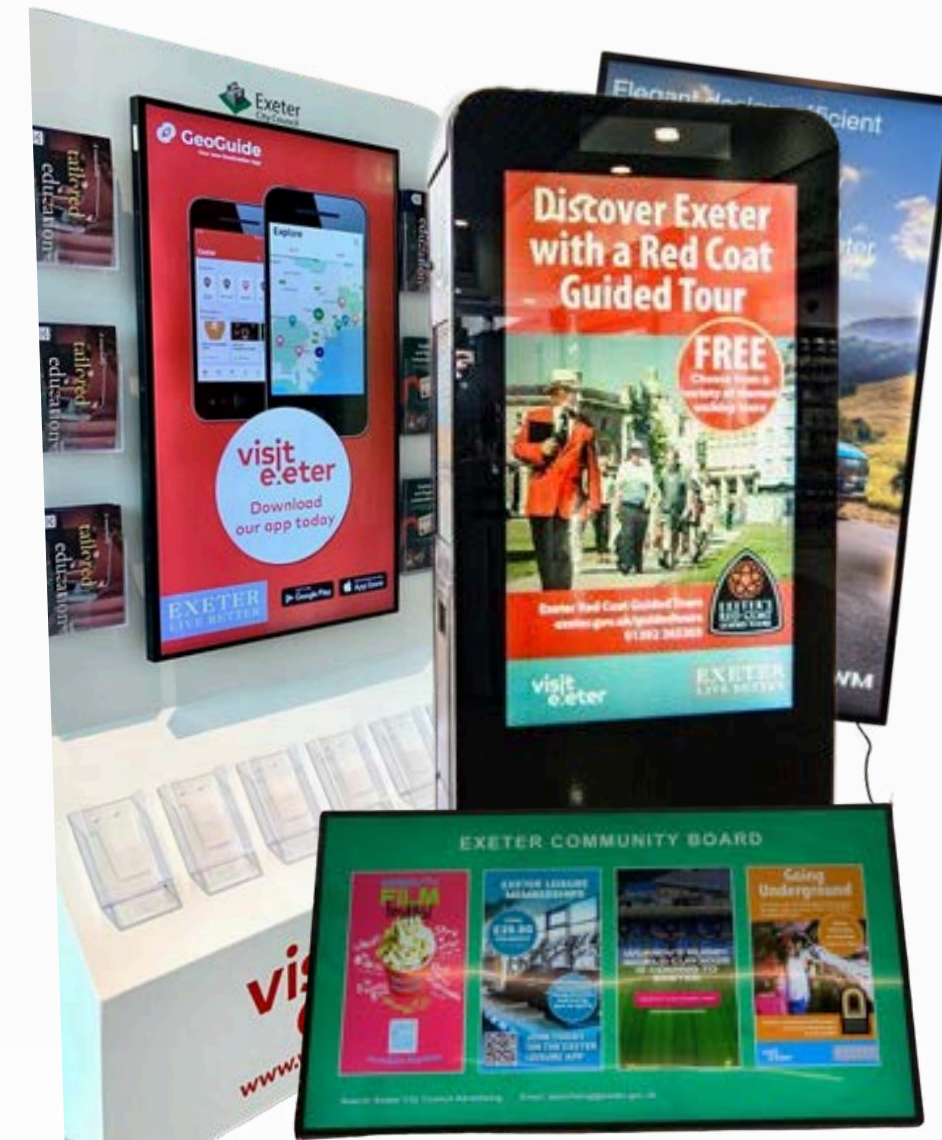
2) Guildhall Screens



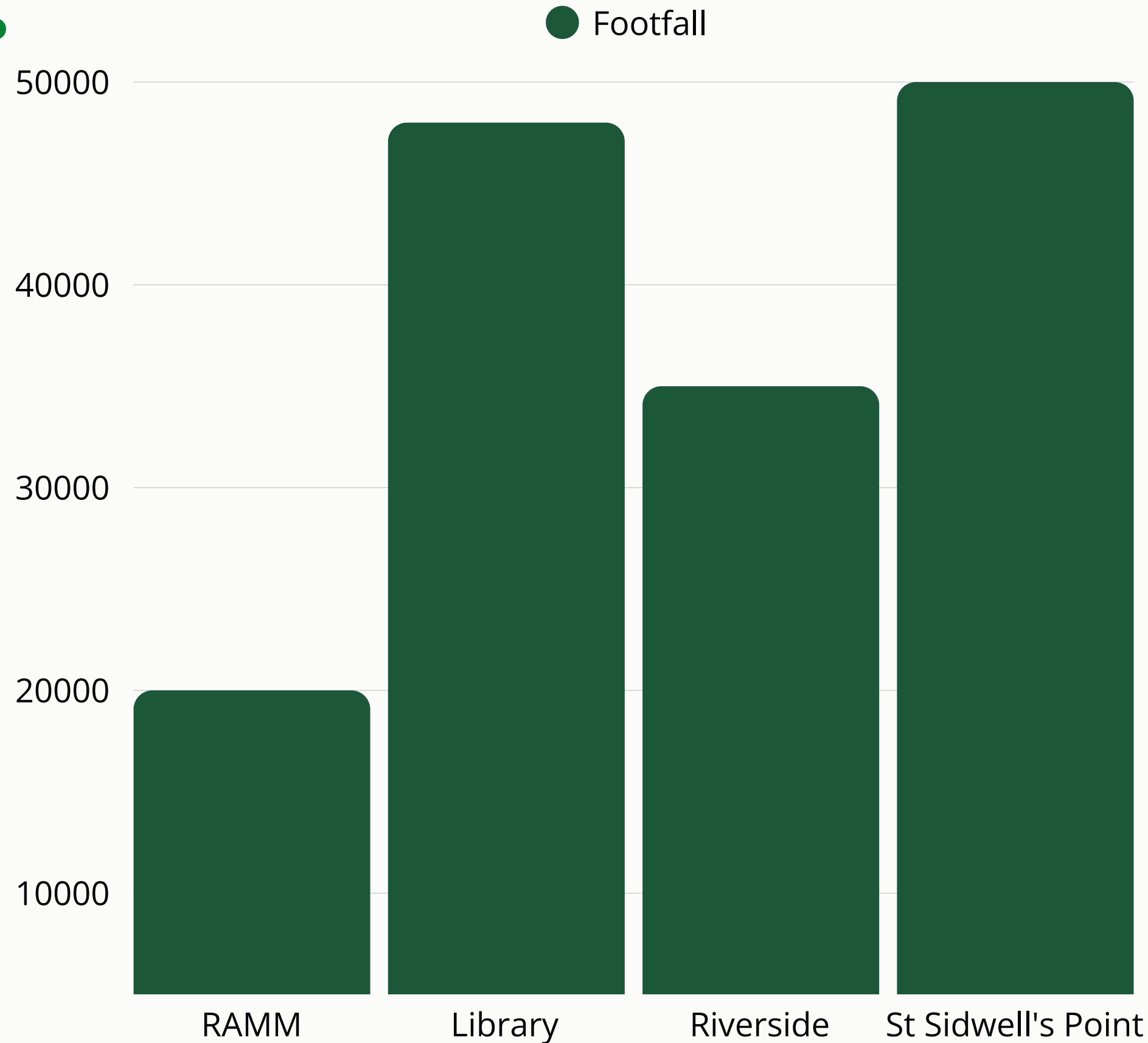
3) Visitor Screens



Bundle – All Screens



Digital Screens Footfall

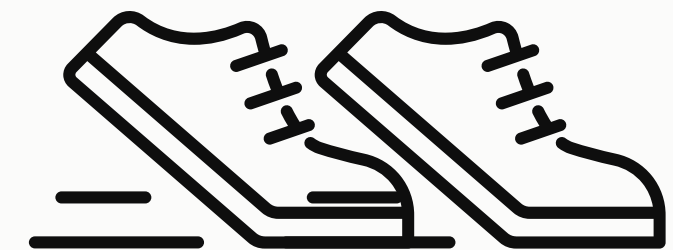


600,000+
Monthly
Guildhall
Shopping Centre

2.6 Million
Annually
Central/St David's
Train Stations

180,000+
Monthly
Exeter
Bus Station

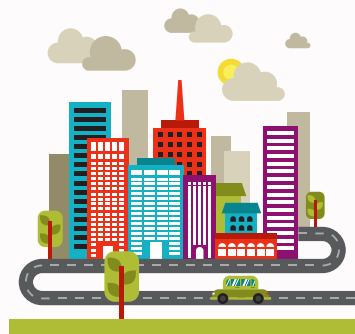
125,000+
Monthly
John Lewis





PRICES

Advertising Screens



1) City Screens

*10 Second advert on 7 screens
per week*

Visit Exeter Member: £128 + VAT

Non-Member: £187 + VAT



2) Guildhall Screens

*10 Second advert on 7 screens
per week*

Visit Exeter Member: £139 + VAT

Non-Member: £207 + VAT



3) Visitor Screens

*10 Second advert on 5 screens
per week*

Visit Exeter Member: £90 + VAT

Non-Member: £123 + VAT

Bundle of our screens are £313 + VAT for Visit Exeter members and £399 + VAT for non-members.

Leisure Centre App Advertising

- Massive Reach: Our app is used by **over 6,500 active members** every month.
- Have **Pop-up adverts** that can appear on screen **multiple times a day for each user**.
- Be featured in our '**Partner Promotions**' including links to your website.





What we can offer you:

Content Marketing – In-App News Articles & Pop Up Advert

Marketing Automation – Push Notifications

Measurable dashboards to track performance

Content Marketing

In-App News Articles – £50 per week

Pop-up Advert – £150 per week

Marketing Automation

Push Notifications – £50 per push notification

*All prices include **access to all 5 centre pages** on the Exeter Leisure App*

Product Placement

Enhance product/brand visibility and encourage purchases.

We have a number of popular locations available in one of the fastest growing cities in the country.



Locations

- Transit Shed (Exeter Quay)
- Piazza Terracina (Exeter Quay)
- St Sidwell's Point Leisure Centre



**St Sidwell's Point
Leisure Centre**

- 1 day: £300 + VAT
- 3 days: £775 + VAT
- 7 days: £1,400 + VAT

**Exeter Quay
(Both locations)**

- 1 day: £375 + VAT
- 3 days: £1,000 + VAT
- 7 days: £2,100 + VAT

Banners over High Street

Exeter city centre attracts **over 1 million visitors per month** and is a perfect all year round opportunity for direct advertising and exposure to shoppers.

We offer **multiple banner locations** throughout the city centre.



We can provide a complete design and artwork service if required.

Please enquire for a quote.



Banners – We have various sizes and locations available, please enquire for details.

Prices are per banner (Excludes production and installation)

£187 + VAT per week on our premium Queen Street sites

£207 + VAT per week on our premium High Street sites

Advertise in the Exeter Citizen Newspaper

Exeter Citizen is our quarterly newspaper and is delivered to over 65,000 homes.

All Exeter residents and businesses get a free copy.





Things to Do Listing	£225 + VAT
Earpiece	£160 + VAT
Front page 1	£550 + VAT
Front page 2	£550 + VAT
Front page Banner	£800 + VAT
Half Page	£850 + VAT
Quarter page	£505 + VAT
1/8th page	£370 + VAT
1/16TH page	£215 + VAT
Full page	£1,380 + VAT
Banner ad	£530 + VAT

Please note that Visit Exeter members and charities can obtain 10% discount off all rates.

Design:
We can provide a complete design and artwork service if required.

Please enquire for a quote.

Poster Sites



5909

Ticket Purchases

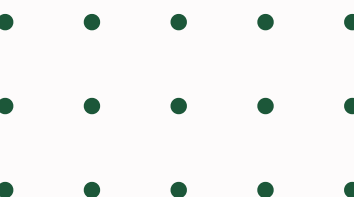
On average for one week
in the Guildhall car park
in 2025.

Car Park Posters:

We offer display poster advertising opportunities within the **Exeter Guildhall and John Lewis Car Parks**. Each booking includes **7 A3 posters** displayed within the chosen car park.

Leisure Centre:

We offer A1 poster advertising at our flagship leisure centre, St Sidwell's Point. Each booking includes a single **A1 poster** displayed in a **high footfall location by the entrance of the leisure centre and bus station**.





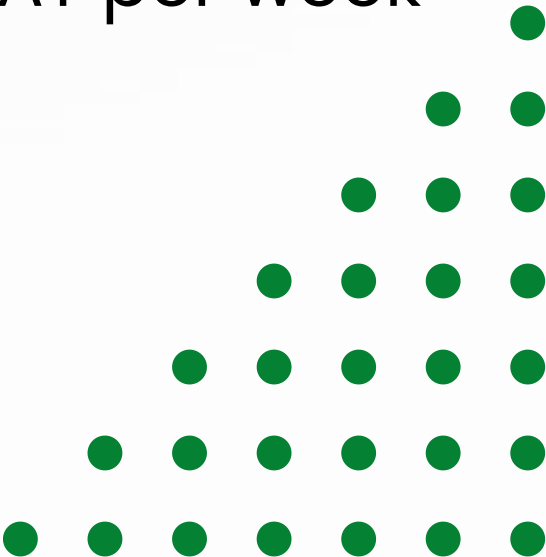
Car Parks

Visit Exeter Member:	£124 + VAT per week
Non-Member:	£145 + VAT per week

Leisure Centre

Visit Exeter Member:	£88 + VAT per week
Non-Member:	£104 + VAT per week

*We can provide a complete design and artwork service if required
Printing of the posters is included with the cost*



Events Promotion

VisitExeter.com

What we can offer you: *Events Promotion £250 + VAT*

- Appear on **what's on highlights** on homepage of VisitExeter.com
- Appear on **Monthly Highlights** section of the **what's on page**
- **1 week's advertising** on the **Visitor Information Screens**
- **Discounted rates** on advertising on Exeter's Digital Advertising Screens
- Minimum **1x social media post** on **Visit Exeter Facebook** page
- Minimum **2x shares** on **Visit Exeter Instagram stories**
- You'll receive a guest **blog post** on www.visitexeter.com
- **Website or social media competition collaboration**, as an optional extra (no additional charge)



Website Advertising

VisitExeter.com - Banner

Promote your business to 50,000 unique visitors per month online by placing a web banner on

www.visitexeter.com – The official tourism website for Exeter.

Details:

Banner adverts link directly to your website. Adverts can be supplied either as a JPEG or animated GIF.

Advert space is as follows:
Dimensions are **300 × 250 pixels**





Visit Exeter Website – Banner

All Pages

Visit Exeter Member: £75 + VAT

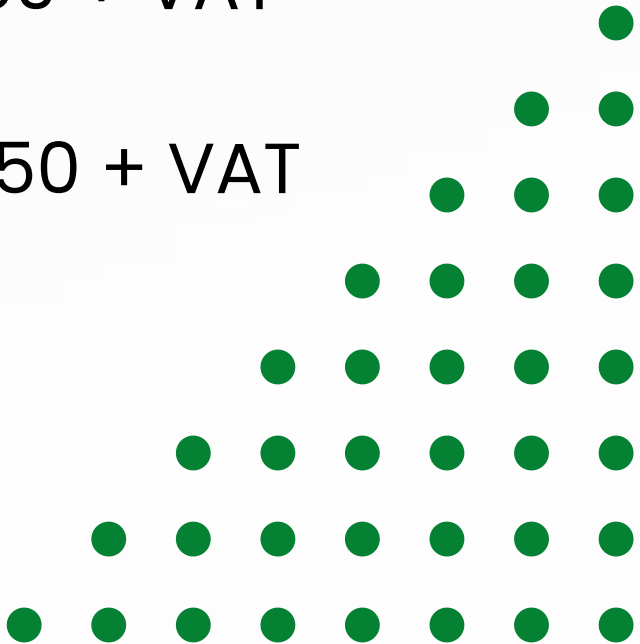
Non-Member: £150 + VAT

Sectional

Visit Exeter Member: £50 + VAT

Non-Member: £150 + VAT

We can provide a complete design and artwork service if required



Advertise on Vehicles

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.**

See the **Roadvert website** for more information.





THANK YOU

Contact Us



Advertising@exeter.gov.uk



Exeter.gov.uk/Advertise



Search: Advertise with Exeter City Council

