Logo

Description automatically generated

**Advertising Assets Specification**

**& Request Form**

This document was agreed and adopted at Full Council on 19th March 2024.

**Contents**

[Advertising Procedure](#AdvertisingProcedure)………………………………………………………...........3

[Planters](#Planters)………………………………………………………………………......4 & 5

[A1 boards](#A1Boards)……………………………………………………………………......6 & 7

[The Banner Boards at The Dell](#TheBannerBoards)………………………………………………..8 & 9

[Peacehaven Town Council’s Monthly E-News](#MonthlyENews)………………………………….10

[Prices and Request Form](#PricesandRequestForm)……………………………………………………11 - 12

**ADVERTISING PROCEDURE**

2.1 Businesses who advertise with Peacehaven Town Council must:-

1. Adhere to Peacehaven Town Council’s [Advertising Policy](https://www.peacehaventowncouncil.gov.uk/policies/).
2. Adhere to the relevant specifications within this document.
3. Complete and return the Advertisement Assets Request Form within this document to the Town Clerk at Peacehaven Town Council.
4. On approval of the Advertisement Request Form, design their business advert, adhering to the relevant specifications within this document.
5. Send a proof of the design to the Town Clerk for approval.
6. Arrange production of the approved advert with a supplier of their choice, following the specifications within this document.
7. Send the final advert to the Town Clerk.

2.2 This document will be reviewed at least once a year.

**PLANTERS**

The advertiser must arrange the production, and purchase, of their own sign, adhering to the specifications within this document.

1. **A map of a city

   Description automatically generatedLocations**

south

1. **Location and Size**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Item** | **Location (along A259)** | **Signage Size (inches)** |
| **1** | Large Planter | Outside a supermarket | 45w x 12h |
| **2** | Medium Planter | Traffic Lights - North side | 30w x 16h |
| **3** | Large Planter | Outside a pharmacy | 45w x 12h |
| **4** | Medium Planter | Traffic Lights - South side | 30w x 16h |
| **5** | Medium Planter | Outside a local business | 30w x 16h |
| **6** | Medium Planter | Bramber Avenue - South side | 30w x 16h |

Note: Each planter is available to one advertiser only.

1. **Medium Planter Signage Design**

The design template below can be used as an example to follow.

*A close-up of a business card

Description automatically generated*

1. **Large Planter Signage Design**

The design template below can be used as an example to follow.

A black and white logo

Description automatically generated

1. **Planter Signage Colours**

* Background: White
* Font: Advertiser’s brand typeface
* Font colours: Advertiser’s brand colours
* Image (optional): Advertiser’s logo

1. **Planter Signage Physical Specification**
2. Aluminium Composite
3. 3mm thickness
4. 1 hole in each corner

**A1 BOARDS**

The advertiser must arrange the production, and purchase, of their own sign, adhering to the specifications within this document.

1. A screenshot of a map

   Description automatically generated**Locations**

**2. Location and Size**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Item** | **Location (along A259)** | **Signage Size** |
| **1** | A1 board East | East end of A259 | A1 |
| **2** | A1 board West | West end of A259 |

1. **A1 Boards Signage Colours**

* Background: Advertiser’s own (for accessibility purposes a light bright background using black/dark font, or vice versa, is recommended).
* Font: Advertiser’s brand typeface
* Font colours: Advertiser’s brand colours
* Image (optional): Advertiser’s logo

1. **A1 Boards Physical Signage Specification**
2. Waterproof material
3. To adhere to Peacehaven Town Council’s [Single Use Plastic Policy](https://www.peacehaventowncouncil.gov.uk/policies/)

**THE BANNER BOARDS AT THE DELL**

The advertiser must arrange the production, and purchase, of their own banner, adhering to the specifications within this document.

**1. Location**

A map of a city

Description automatically generated

2

1

**2. Location and Size**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Item** | **Location (along A259)** | **Signage Size (cm)** |
| **1** | Banner Board Top | East end of A259 | 455w x 82.5h |
| **2** | Banner Board Bottom | West end of A259 |

1. **Banner Board Colours**

* Background: Advertiser’s own (for accessibility purposes a light bright background using black/dark font, or vice versa, is recommended).
* Font: Advertiser’s brand typeface
* Font colours: Advertiser’s brand colours
* Image (optional): Advertiser’s logo

1. **Banner Board Physical Signage Specification**
2. Waterproof material
3. Eyelets
4. Adhere to Peacehaven Town Council’s [Single Use Plastic Policy](https://www.peacehaventowncouncil.gov.uk/policies/)

**PEACEHAVEN TOWN COUNCIL MONTHLY ENEWS**

The advertiser must provide the advert, adhering to the specifications within this document.

**1. Location**

A close-up of a newspaper

Description automatically generated

**2. Size and Contract Duration**

|  |  |  |
| --- | --- | --- |
|  | **Item** | **Location** |
| **1** | E-News | Half Page |
| **2** | E-News | Full Page |

**PRICES AND REQUEST FORM**

Please complete the requested duration and total cost, and return to [info@peacehaventowncouncil.gov.uk](mailto:info@peacehaventowncouncil.gov.uk), or by post to:-

Information Desk, Peacehaven Town Council, Meridian Centre, Meridian Way, Peacehaven, East Sussex BN10 8BB

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Item** | **Advertising Asset** | **Location (A259)** | **Minim Duration** | **Minimum Fee (ex VAT)** | **Requested Duration** | **Total Cost** |
| **1** | Large Planter | Outside Sainsbury’s | 1 year | Pavement side £200 |  |  |
| **2** | Medium Planter | Traffic Lights - North side | 1 year | Roadside/Pavement side  £200 for 1st sign,  £150 for a 2nd sign. |  |  |
| **3** | Large Planter | Outside Kamsons | 1 year | Pavement side £200 |  |  |
| **4** | Medium Planter | Traffic Lights - South side | 1 year | Roadside/Pavement side  £200 for 1st sign,  £150 for a 2nd sign. |  |  |
| **5** | Medium Planter | Outside a local business | 1 year | Roadside/Pavement side  £200 for 1st sign,  £150 for a 2nd sign. |  |  |
| **6** | Medium Planter | Bramber Avenue - North side | 1 year | Roadside/Pavement side  £200 for 1st sign,  £150 for a 2nd sign. |  |  |
| **1** | A1 board East | East end of A259 | Weekly | £15 total for both |  |  |
| **2** | A1 board West | West end of A259 | Weekly |  |  |
| **1** | Banner Board Top | The Dell | Weekly | £40 |  |  |
| **2** | Banner Board Bottom | The Dell | Weekly | £40 |  |  |
| **1** | E-news | Half Page | Monthly | £30 |  |  |
| **2** | E-news | Full Page | Monthly | £50 |  |  |

By signing this form I agree to adhere to this document, along with the [Advertising Policy](https://www.peacehaventowncouncil.gov.uk/policies/), and to be invoiced for the requested advertisement as soon as it is installed/published.

**Potential Advertiser**

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Job Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**For Completion by Peacehaven Town Council**

Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Job Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_