

Bay Media Case Study

Below is an example of a lamppost third party advertising that Bay Media delivers for Birmingham City Council.

Commenced in April 2014 to sell advertising on lampposts at 176 sites across 19 main roads.

Bay Media were procured to deliver planning, testing, sales, marketing and fulfilment based on a profit sharing arrangement.

Planning was granted on almost all sites submitted.

60% of the cost was charged to the advertiser; the council received 20% of the profit.

Bay Media lease and cover the costs of all fixings so there was no initial outlay.

The average price charged per lamppost is £200 - £300 a week.

Bay Media has looked at Wiltshire and estimated that with a similar scheme could realise up to £20,000 pa.