

Example packages

Appendix 2

The packages below are examples of the assets and channels that could be used based on the price paid.



Packages offering localised advertising and smaller scale advertising.

Aimed at smaller companies and those wanting to support a localised campaign or a timed campaign such as recruitment, event, and specific promotion.

- Package 1: £500 – full colour advert on digital screens
- Package 2: £1,000 – combination of website (when able to accept third party advertising), digital screen, roadside billboard for a set period of days.
- Package 3: £2,500 – combination of assets and channels: website, digital screens, freighters/livery, community campuses and hubs, County Hall - atrium window and banner, roadside billboard, car park billboard.



Premium packages targeted at larger companies and organisations.

Ability to create bespoke campaigns using the client's chosen mix of channels within the price bands.

The determining factor of the different price bands is the length of time for advertisement.

- Package 1: £05,000 – 1 week
- Package 2: £10,000 – 2 weeks
- Package 3: £15,000 – 3 weeks
- Package 4: £20,000 – 4 weeks