

Media Pack

Torbay Council Advertising

www.torbay.gov.uk



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We offer unique sites and assets no one else can!

Why Advertise in Torbay?

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Tourist destination – 1m overnight and 3.5m day trip visitors per year, contributing £435m to the local economy. Home to a Unesco Global Geopark

Event destination – Torbay Airshow, Agatha Christie Festival, Torre Abbey exhibitions, food and music festivals

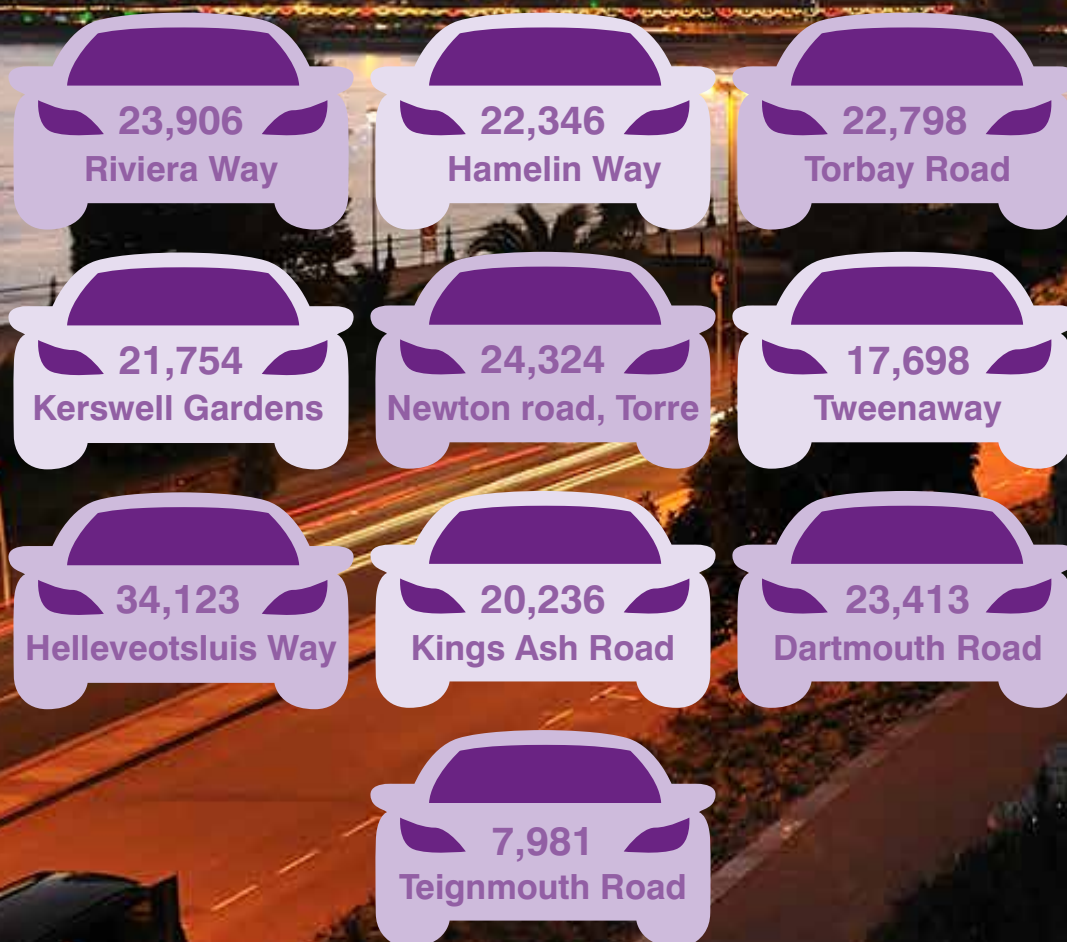
Regeneration – £50m Investment fund for delivery of regeneration projects

Local Economy – highly entrepreneurial, with many micro businesses and SME's, including marine, engineering and aerospace industries

Seafood Coast – The English Riviera is an international seafood destination

Innovation – Life sciences, advanced manufacturing, photonics and electronics businesses all operating in the bay

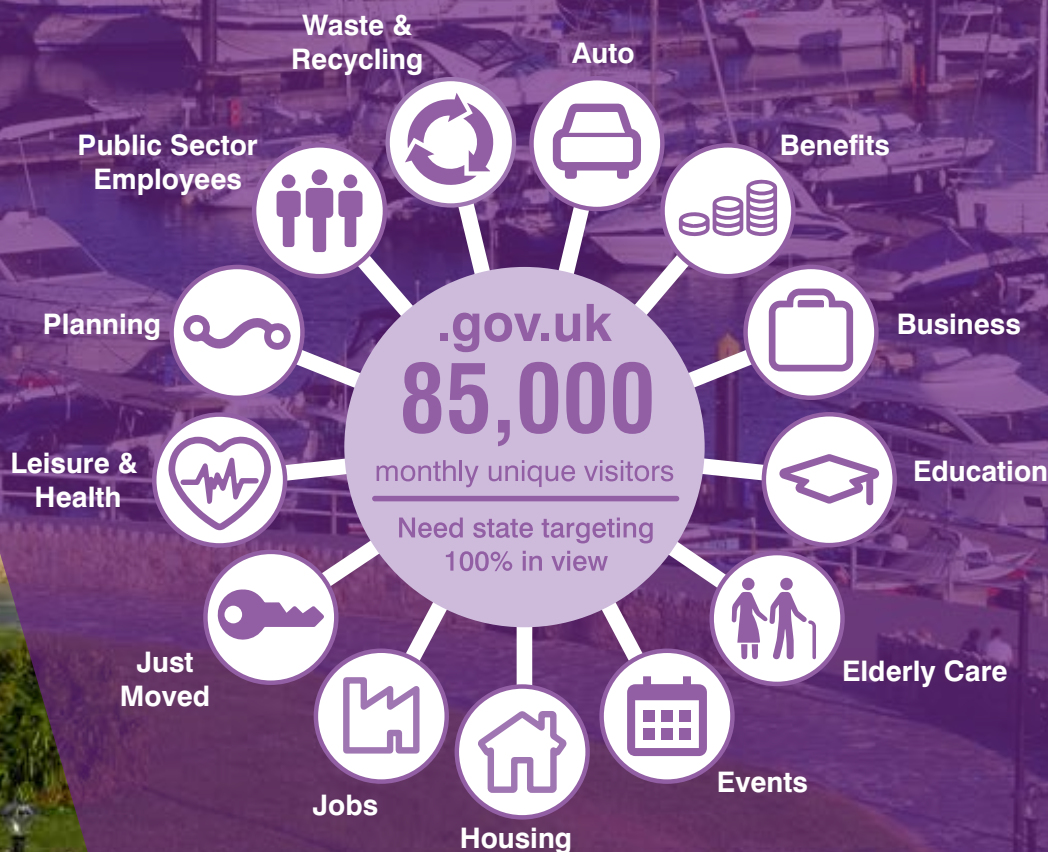
Creative Torbay – Film friendly, performing arts, heritage, craft centres



Daily Traffic flows (data supplied by the Dept for Transport)

Torbay Councils website is a point of reference for a population of circa 100,000 people. Torbay Councils website is an ideal space to get your company noticed. We offer advertising on our new format site, which provides a cost effective way to inform thousands of potential customers about your business. We are a not for profit offer with all revenue generated from this initiative being used to support council services for residents and improvements to the website for public use. Our solution is accessible via multiple devices and is designed to maximise the response to advertising, Advertising on www.torbay.gov.uk is an opportunity for local businesses to benefit from reaching a wide online market.

As a Local Authority we take inclusion seriously, ensuring our website and consequently your advert is accessible to all. Adverts on our website offer quality value for money ways of reaching your target audience, visitors to the site search on a wide range of services:



Our website serves over **50,000 households** in Torbay

and is held in high regard as a source of information and advice for our residents and visitors. The site is a hub for accessing knowledge, experience, expert advice and inspiration for entertainment in the bay. Ideal for running promotional campaigns, and engaging with your local customer base.

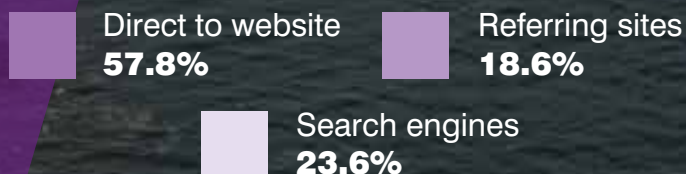
Up to 85,000 visits monthly 45% of which are new visits, 3.5 minutes is the current average transactional time on site.

As the local authority website, www.torbay.gov.uk is the first port of call for holidaymakers, residents and businesses searching for information and inspiration on what Torbay has to offer.

Accessibility is a key feature of our website, and we comply with industry standards. Our website is enabled for mobile first and responds well to smartphones and tablet devices.

We appeal to a wide range of ages and interests, making us the ideal place to promote your business or event. We are the local site for local people to access information.

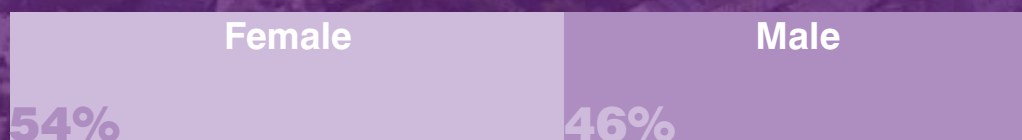
With over a million visits a year to our website, get your business noticed today with an effective banner advert.



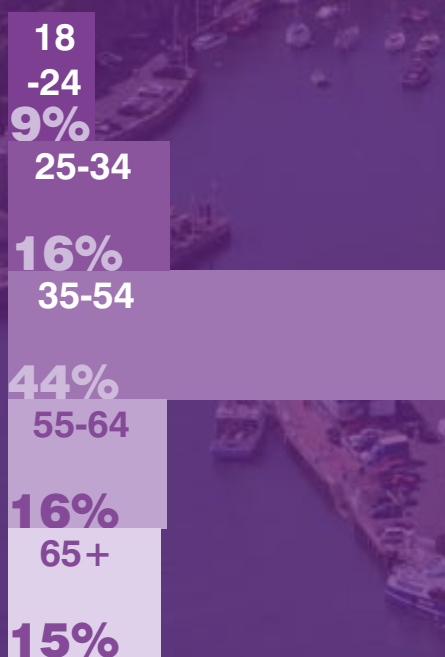
Our Website Reach

6

Gender profile



Age profile



Interests

Food & Drink/Cooking & Recipes	8.61%
Travel/Bus & Rail	8.81%
Jobs & Education/Jobs/Job Listings	10.21%
Internet & Telecom/Email & Messaging	10.60%
Real Estate/Real Estate Listings	11.17%
Arts & Entertainment/TV & Video /Online Video	11.76%
Home & Garden/Home Furnishings	12.72%
Sports/Team Sports/ Football	13.19%
Arts & Entertainment/Celebrities & Entertainment News	14.96%
Autos & Vehicles/Motor Vehicles /Motor Vehicles (Used)	21.78%
News/Weather	23.61%
Travel/Hotels & Accommodations	46.06%

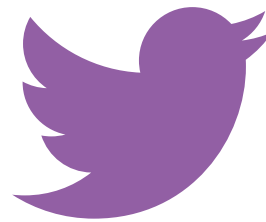
Our website visitors are:

- Residents
- Tourist visitors – international and domestic
- Businesses – Over 5000 local businesses
- Public bodies
- Families
- Mariners
- Educators - over 40 schools in Torbay
- Socialisers
- Retailers
- Pet owners
- Motorists
- Property owners and tenants
- Gardeners
- Sports enthusiasts
- Commuters



2657

likes



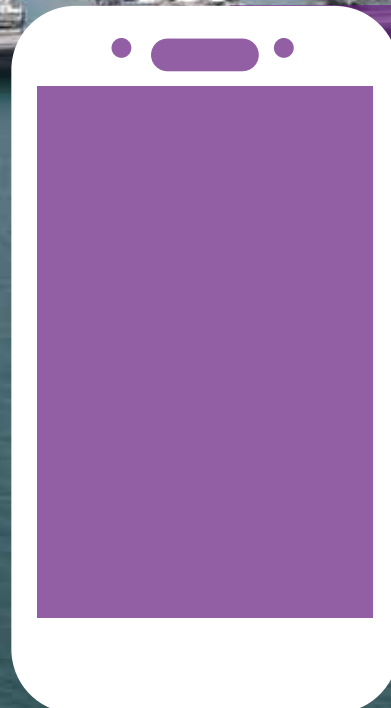
8000

followers



1144

followers



45%

of visits to our site
per month use
mobile devices

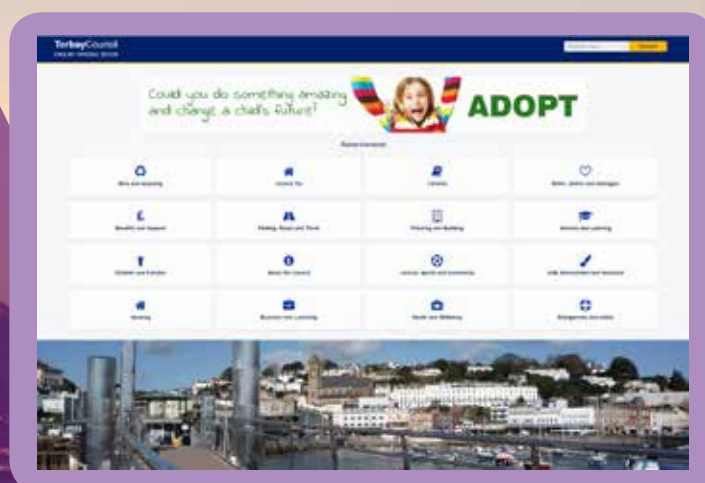
Banner advertisements 720x90 pixels in size

Your advertisement can include links to drive additional traffic to your own website. Desktop and mobile enabled as a powerful tool to promote your business.

Need some help designing your advert? Torbay have an in house Marketing and Communications team who can help at competitive rates.

Just provide us with your artwork in JPEG or PNG file format and our experienced team will do the rest.

You can expect competitive pricing and a high standard of after sales care. Analytics on traffic your advert has accessed available.



Rate Card

All pages from £100.00 per month excluding VAT. Bookings taken in monthly blocks for any duration you choose. Payment can be made by cheque, BACS or card, if you need a purchase order number on your invoice just let us know.

Lamp post banners

We have over 100 lamp post banner sites for advertising. Our banners are highly visible, high quality and located at main arterial routes into the bay. We cater for all budget sizes, so you can book for a large campaign or a short term promotion.

Locations:

Torquay: Teignmouth Road, Riviera Way, Torbay Road,

Paignton: Dartmouth Road, Totnes Road, Marine Drive, Eastern Esplanade,

Brixham: New Road

Rate Card

£150.00 per banner per month excluding VAT

From as little as £4 per day!

- Full colour; flexible content including logos, contact details and images.
- Installation is included in the fee.
- We have scheduled installation dates, please get in touch for more information.
- One advert per lamp post

1500mm

600mm

Our Offer:

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Town Centre Poster boards

Low cost, large poster boards for 24 hours a day coverage in premium locations only we can offer. Book early to avoid disappointment

Locations:

Torquay: Market Street

Torquay: Fleet Street

Rate Card

From £30 per week, excluding VAT.

Car Park Poster boards

We have a range of A2 poster boards located in town centre car parks. Some are in the lift lobby areas of high foot fall, some are located on the entrance/exit areas of the car park for maximum impact. Each year 1.8m pay and display parking tickets are issued across 39 car parks. Your advert could have maximum visibility to all car park patrons.

Locations:

Torquay: Union Square car park lift lobby

Torquay: Beacon Quay/harbour

Torquay: Lower Union Lane

Paignton: Victoria Car Park

Rate Card

From £20.00 per week, excluding VAT.

From

To

850mm

850mm

- Full colour; flexible content including logos, contact details and images.
- Installation is included in the fee.
- On display one week from receipt of artwork.
- Your advert will be the only advert on that site

1180mm

From as little as £1 per day!

- Full colour; flexible content including logos, contact details and images.
- Installation is included in the fee.
- On display two weeks from receipt of artwork
- One advert per board

594mm

420mm

Our Offer:

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Vehicle advertising

A great opportunity to get your business noticed. We have a fleet of Torbay Council vehicles circulating around the bay ensuring maximum visibility. We offer advertising panels which are easily interchangeable and cost effective. Advertising on Torbay Councils vehicles ensures an eye catching way of reaching a wide audience.

Rate Card

From £100.00 per week, excluding VAT.

- Full colour; flexible content including logos, contact details and images.
- Installation is included in the fee.
- On display one week from receipt of artwork
- Vehicles only carry one or two advertising panels for advertisers.

A frame trailer adverts

Available for short term advertising. Please contact us for further information.

**A FRAME TRAILER ADVERTS
SEE YOUR AD HERE!**

Advertise to staff

Torbay staff are always keen to hear about events, new businesses and special offers in our area. All adverts on our intranet are subject to approval from Torbay Council before publication. Contact us with details of your business aspirations and audience for your campaign. We will guide you to an advertising solution to meet your needs.



Sponsorship packages

There are a large number of events in the bay throughout the year, why not promote your business, creating brand awareness, while contributing to the local community through a social responsibility opportunity? We can tailor a sponsorship package according to your budget. Businesses can access advertising opportunities at events like the Airshow, Grinagog, and exhibitions at Torre Abbey.

Litter bin advertising

Torbay has over 600 litter bins available across the bay to promote your business. We offer high quality vinyl wrapping of our litter bins in areas of high footfall for the purposes of advertising. Your advert will be on view 24 hours a day, seven days a week during your booking. Available all year round.

Rate Card

Please contact us for a quote as the bin sizes vary

LITTER



- Full colour; flexible content including logos, contact details and images.
- Installation is included in the fee.
- On display one week from receipt of artwork
- Litter bins only carry one or two advertising panels for advertisers.

Advertising Policy

Acceptance of an advertisement and its inclusion on our site does not represent any recommendation or endorsement by us of the product of service being advertised.

We reserve the right to refuse to publish an advertisement, or to withdraw a published advertisement without notice.

You can view our advertising policy at www.torbay.gov.uk/advertisingpolicy
Torbay Council cannot accept responsibility for claims made by advertisers on our website.

How to Book? Contact us:

To place your advert, please get in touch as follows:

Julie Kniveton

Business Development Manager

T: 01803 207953

businessdevelopment:@torbay.gov.uk

Torquay Council

Town Hall

Castle Circus

Torquay

TQ1 3DR

www.torbay.gov.uk

