

# Civic Centre Digital Banner Rate Card 2017

Tariff/slot	Times / Days	Hours per week	Cost per slot per week (+VAT)
Peak 1	7am - 9:30am weekdays	12.5	£160
Peak 2	3pm - 6:30pm weekdays	17.5	£185
Peak 3a	10:45am - 3:15pm Saturdays	4.5	£65
Peak 3b	10:45am - 3:15pm Sundays	4.5	£65
Off-peak 1	Rotated in non-peak hours	25.8	£130
Off-peak 2		25.8	£130
Off-peak 3		25.8	£130
Off-peak 4		25.8	£130
Off-peak 5	Carlisle City Council use only	25.8	N/A
Week	7 consecutive whole days	168	£750

Costs are based on one set of artwork per slot.

More than one set of artwork can be used in each off peak slot, but there will be an additional £25 cost per week, per booking.

## Design requirements

Design space is 1472 pixels wide by 96 pixels high.

Files should be supplied as a jpeg.

No moving animation is allowed within the design.

Our Graphic Design team can produce the artwork for you.

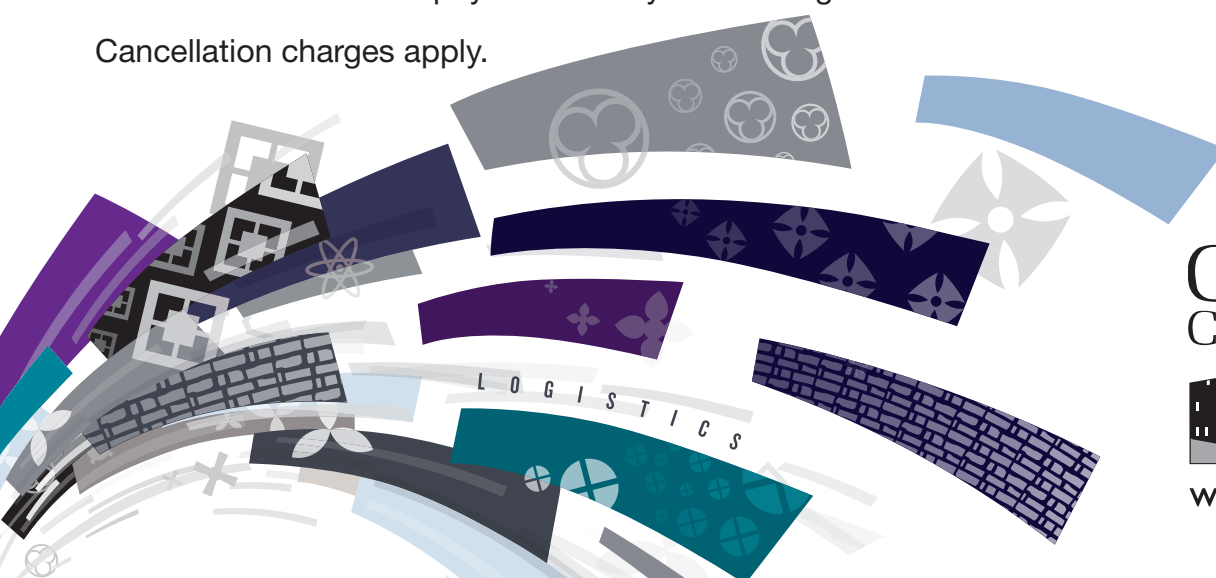
The cost is £50 per design.

Artwork should be sent to **advertising@carlisle.gov.uk** for approval a week before your booking starts.

## Payment

You will be invoiced for payment once your booking is secured.

Cancellation charges apply.



# Civic Centre Digital Banner Protocol

Carlisle City Council wishes the new marketing opportunities on its digital banner to be accessible to all and therefore, where appropriate, will permit advertising.

However, there is clearly a need to ensure that the process of accepting and displaying advertising does not conflict with other objectives, policies and statutory requirements. Any advertising must comply with relevant guidelines, policies and regulations and must not conflict with the Council's broader priorities or objectives.

The appearance of an advertisement on the Council's Civic Centre digital banner is not an endorsement by Carlisle City Council of that company, product or service.

Political organisations may not advertise on the banner. Carlisle City Council actively encourages the engagement of citizens and community groups in policy setting and other democratic processes, but it does not encourage and will generally not permit advertising from what might broadly be called 'lobby groups'. This applies to lobby groups which may be very local and temporary in nature, perhaps centred on a particular planning decision, or national or international and more permanent.

Equally, it would not be appropriate to display advertising which in some way touched on socially contentious issues or which contained messages which could be regarded as contentious. The council reserves the right to decide whether an issue is or is not contentious.

Advertising for gambling or betting services is not permitted.

Any content or advertising which has an overtly sexual 'tone' or which appears to promote or give undue publicity to illegal or inappropriate behaviour or lifestyles will also be excluded. The council reserves the right to determine what behaviour it considers inappropriate.

Advertisements that the council considers mocking of groups of citizens or that contains innuendo or subtext which could cause offence will not be accepted, regardless of tone.

The specific categories of organisations, products or services which may not advertise or be advertised on the digital banner include (list not exhaustive):

## Types of organisations:

- Political organisations
- Lobby groups
- Manufacturers and distributors of tobacco products
- Manufacturers and distributors of alcohol products:
- Pornography and adult content
- Gambling and betting services

The use of the digital banner will also be within the constraints of the "Consent to Display Advertisements Notice of Approval" Application Number 14/0914 as stipulated by Development Control Committee on 20/2/15.

Advertisers must comply with the Council's terms and conditions.

**A decision whether or not to accept any advertising is solely that of the Council in its absolute discretion and no discussion or negotiation shall be entered into.**