

2022 RATE CARD



Refuse Collection Vehicle Advertising... *Streets Ahead!*

A unique way to target households and businesses in the East Riding of Yorkshire from just over £7.77 per day!

Advertising on refuse collection vehicles creates a mobile billboard to promote your business and is a cost-effective opportunity to deliver your message into the heart of the community to residents and businesses alike. A perfect way for your business or organisation to raise its profile with a long term campaign (3+ months).

You have the opportunity to advertise your message on 45 refuse collection vehicles (due to increase to 68 by 2018) which visit every household in the East Riding of Yorkshire. Our vehicles are in operation from 7am - 3.30pm Monday to Saturday for 52 weeks per year.

ADVERTISING RATES:

- two advertising panels per vehicle
- advertising panel production and installation
- maintenance of advertising panel throughout the duration of the contract
- exclusivity per vehicle for your advertisement
- photographic evidence of your advertisement

INTRODUCTORY OFFER...

£750 +VAT per vehicle for 3 months

10 per cent discount available on bookings of 10 or more vehicles

ADVERT SPECIFICATION:

1324mm (height) x 4103mm (width) • Full colour (CMYK) - 600 dpi at 10 per cent of final size
5mm bleed – no crop or registration marks

If you can't provide complete artwork we can design your artwork at a cost of £210

FOR MORE INFORMATION AND A QUOTE PLEASE CONTACT:

Pauline Shaw
E pauline.shaw@eastriding.gov.uk

Emma Hewson
E emma.hewson@eastriding.gov.uk



EAST RIDING
OF YORKSHIRE COUNCIL