



# **Advertising Assets Specification & Request Form**

This document was agreed and adopted at Full Council on 19<sup>th</sup> March 2024.

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## ADVERTISING PROCEDURE

2.1 Businesses who advertise with Peacehaven Town Council must:-

- i. Adhere to Peacehaven Town Council's [Advertising Policy](#).
- ii. Adhere to the relevant specifications within this document.
- iii. Complete and return the Advertisement Assets Request Form within this document to the Town Clerk at Peacehaven Town Council.
- iv. On approval of the Advertisement Request Form, design their business advert, adhering to the relevant specifications within this document.
- v. Send a proof of the design to the Town Clerk for approval.
- vi. Arrange production of the approved advert with a supplier of their choice, following the specifications within this document.
- vii. Send the final advert to the Town Clerk.

2.2 This document will be reviewed at least once a year.

# PLANTERS

The advertiser must arrange the production, and purchase, of their own sign, adhering to the specifications within this document.

## 1. Locations

**1** Large Planter (outside a supermarket)

**2** Medium Planter (Traffic Lights, North side)

**3** Large planter (outside a pharmacy)

**4** Medium Planter (Traffic Lights, South side)

**5** Medium Planter (outside a local business)

**6** Medium Planter (Bramber Avenue South side)

## 2. Location and Size

Item	Location (along A259)	Signage Size (inches)	
1	Large Planter	Outside a supermarket	45w x 12h
2	Medium Planter	Traffic Lights - North side	30w x 16h
3	Large Planter	Outside a pharmacy	45w x 12h
4	Medium Planter	Traffic Lights - South side	30w x 16h
5	Medium Planter	Outside a local business	30w x 16h
6	Medium Planter	Bramber Avenue - South side	30w x 16h

Note: Each planter is available to one advertiser only.

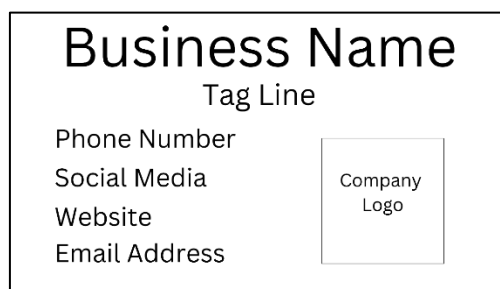
### 3. Medium Planter Signage Design

The design template below can be used as an example to follow.



### 4. Large Planter Signage Design

The design template below can be used as an example to follow.



### 5. Planter Signage Colours

- Background: White
- Font: Advertiser's brand typeface
- Font colours: Advertiser's brand colours
- Image (optional): Advertiser's logo

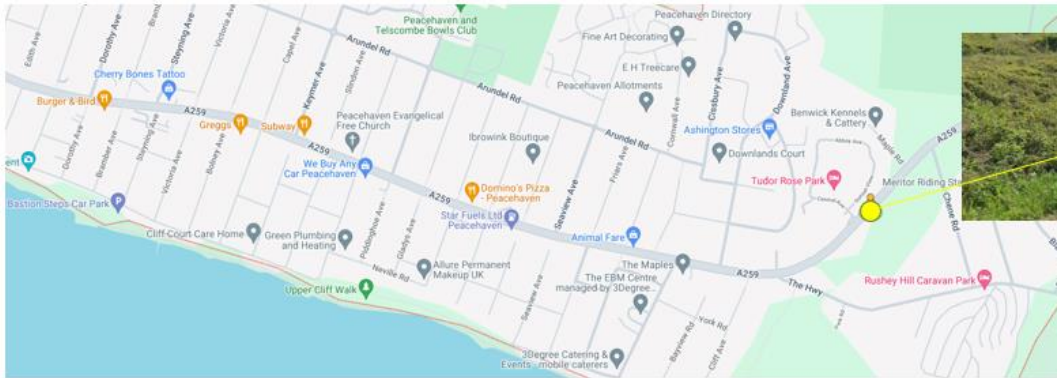
### 6. Planter Signage Physical Specification

- a) Aluminium Composite
- b) 3mm thickness
- c) 1 hole in each corner

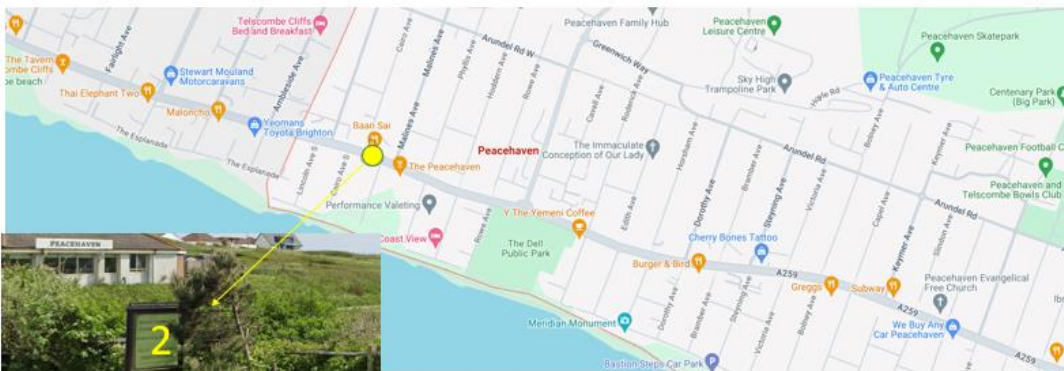
# **A1 BOARDS**

The advertiser must arrange the production, and purchase, of their own sign, adhering to the specifications within this document.

## **1. Locations**



A1 Board East



A1 Board West

## **2. Location and Size**

	<b>Item</b>	<b>Location (along A259)</b>	<b>Signage Size</b>
<b>1</b>	A1 board East	East end of A259	A1
<b>2</b>	A1 board West	West end of A259	

### **3. A1 Boards Signage Colours**

- Background: Advertiser's own (for accessibility purposes a light bright background using black/dark font, or vice versa, is recommended).
- Font: Advertiser's brand typeface
- Font colours: Advertiser's brand colours
- Image (optional): Advertiser's logo

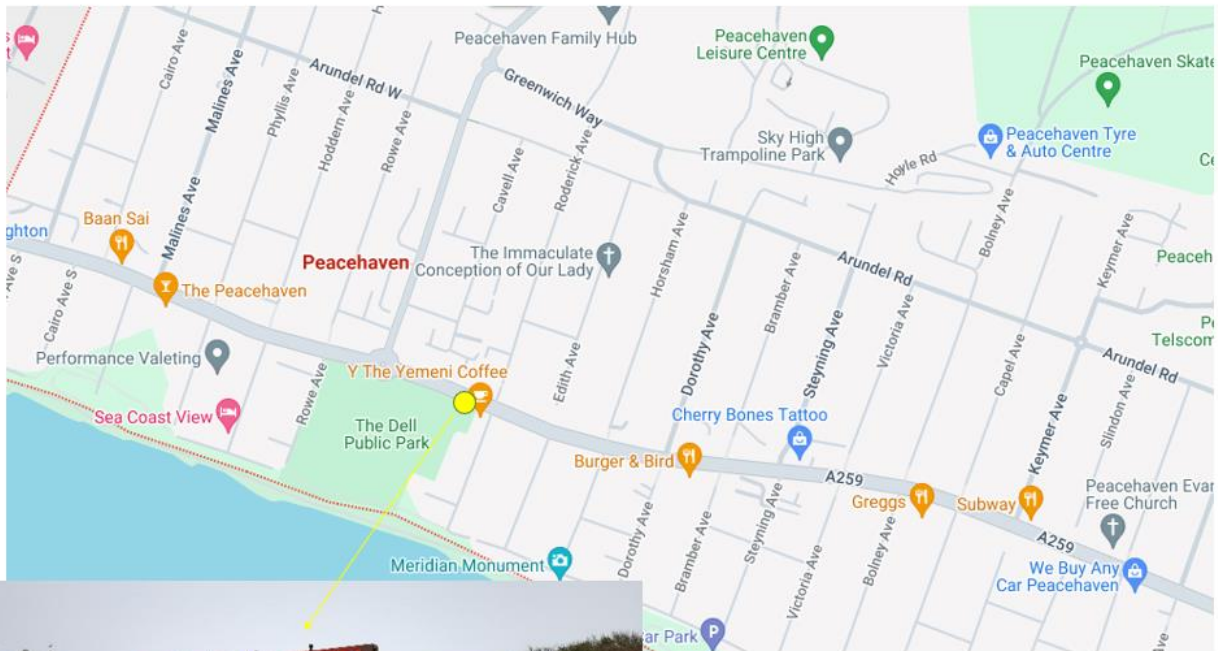
### **4. A1 Boards Physical Signage Specification**

- a) Waterproof material
- b) To adhere to Peacehaven Town Council's [Single Use Plastic Policy](#)

# THE BANNER BOARDS AT THE DELL

The advertiser must arrange the production, and purchase, of their own banner, adhering to the specifications within this document.

## 1. Location



**The Big Board  
(Near The Dell)**

## 2. Location and Size

	Item	Location (along A259)	Signage Size (cm)
1	Banner Board Top	East end of A259	455w x 82.5h
2	Banner Board Bottom	West end of A259	



### **3. Banner Board Colours**

- Background: Advertiser's own (for accessibility purposes a light bright background using black/dark font, or vice versa, is recommended).
- Font: Advertiser's brand typeface
- Font colours: Advertiser's brand colours
- Image (optional): Advertiser's logo




### **4. Banner Board Physical Signage Specification**

- c) Waterproof material
- d) Eyelets
- e) Adhere to Peacehaven Town Council's [Single Use Plastic Policy](#)

## PEACEHAVEN TOWN COUNCIL MONTHLY ENEWS

The advertiser must provide the advert, adhering to the specifications within this document.

### 1. Location

	
<p style="text-align: center; font-size: 2em; color: green;">1</p>	<p style="text-align: center; font-size: 2em; color: green;">2</p>
<p><b>Extended pathway construction</b></p> <p>During the winter it became clear that the concrete pathway leading from Chalker's rise onto Centenary Park need to be extended as on the southern end inside the park it had become a slippery, muddy area.</p>  <p>Using the section 106 money, provide by the developers to help upkeep Centenary Park due to the extra footfall from the development, the Peacehaven Town Council grounds team have constructed a new section of pathway to assure safe clean access in the future, this opened on the 1st March 2024.</p> <p>www.peacehaventowncouncil.gov.uk      Tel: 01273 585493</p>	<p>www.peacehaventowncouncil.gov.uk      Tel: 01273 585493</p>

### 2. Size and Contract Duration

	Item	Location
1	E-News	Half Page
2	E-News	Full Page

## PRICES AND REQUEST FORM

Please complete the requested duration and total cost, and return to [info@peacehaventowncouncil.gov.uk](mailto:info@peacehaventowncouncil.gov.uk), or by post to:-

Information Desk, Peacehaven Town Council, Meridian Centre, Meridian Way, Peacehaven, East Sussex BN10 8BB

Item	Advertising Asset	Location (A259)	Minim Duration	Minimum Fee (ex VAT)	Requested Duration	Total Cost
1	Large Planter	Outside Sainsbury's	1 year	Pavement side £200		
2	Medium Planter	Traffic Lights - North side	1 year	Roadside/Pavement side £200 for 1st sign, £150 for a 2nd sign.		
3	Large Planter	Outside Kamsons	1 year	Pavement side £200		
4	Medium Planter	Traffic Lights - South side	1 year	Roadside/Pavement side £200 for 1st sign, £150 for a 2nd sign.		
5	Medium Planter	Outside a local business	1 year	Roadside/Pavement side £200 for 1st sign, £150 for a 2nd sign.		
6	Medium Planter	Bramber Avenue - South side	1 year	Roadside/Pavement side £200 for 1st sign, £150 for a 2nd sign.		

1	A1 board East	East end of A259	Weekly	£15 total for both		
2	A1 board West	West end of A259	Weekly			
1	Banner Board Top	The Dell	Weekly	£40		
2	Banner Board Bottom	The Dell	Weekly	£40		
1	E-news	Half Page	Monthly	£30		
2	E-news	Full Page	Monthly	£50		

By signing this form I agree to adhere to this document, along with the [Advertising Policy](#), and to be invoiced for the requested advertisement as soon as it is installed/published.

**Potential Advertiser**

Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
Email address: \_\_\_\_\_  
Contact Number: \_\_\_\_\_  
Date: \_\_\_\_\_  
Signature: \_\_\_\_\_

**For Completion by Peacehaven Town Council**

Contact Name: \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Email address: \_\_\_\_\_  
Date: \_\_\_\_\_  
Signature: \_\_\_\_\_