



Advertising opportunities within Beau Sejour Leisure Centre



2010 Rate Card



Beau Sejour
Leisure Centre

Advertising opportunities at Beau Sejour Leisure Centre

Originally built in 1976, Beau Sejour Leisure Centre is Guernsey's only community leisure centre and offers facilities and services of the highest quality for sports and leisure pursuits. Successfully upgraded between 2001 and 2003, the Centre has state of the art equipment which caters for many leisure services and pass times, allowing access for everybody regardless of age, gender or ability. The Centre caters for family activities and has excellent facilities for corporate functions and events, boasting a variety of meeting rooms and spaces, with technical equipment and support available. The Centre has an annual footfall in the region of 600,000, ranging from the very young to the more senior citizens (Source: Tribal Consulting Group, 2010) taking part in a large number of leisure, sport, health, theatre and recreational activities.

The Centre's commitment to customer service and the quality of its facilities has led to it being awarded a 'Highly Commended' accreditation by Quest (an accreditation body for sport and leisure facilities/services). This puts the Centre into the upper quartile of leisure centres in the UK as ranked by Quest.

The Beau Sejour website: www.beausejour.gg is the main portal for information about Beau Sejour Leisure Centre. The website is used for the Centre's marketing communications in areas such as 'Timetables', 'What's on', 'Memberships' etc. The website is viewed by approximately 4,500 browsers, viewing approximately 11,700 pages monthly.

Due to the very high footfall and large number of activities that take place, Beau Sejour Leisure Centre is an ideal advertising and marketing opportunity where advertisers can promote their products or services through a large number of poster sites (details enclosed) located throughout the Centre. These range from the main foyer through to viewing galleries and the Beau Sejour website also has targeted positions that can be used alongside, or independently of, the poster sites.

Enclosed is summary of what locations are available through the Centre, these can be reserved as a package (please ask for price details) or individually on a first come first served, paid up-front basis.

We hope you will find this new and highly visible range of advertising opportunities to your liking, if you would like further information please contact Tim Prout on telephone 01481 749260 or email: tim.prou@cultureleisure.gov.gg



www.questnbs.info

ADVERTISING & SPONSORSHIP RATES

We have a variety of advertising opportunities within the Centre and on our website, these areas, together with costs and poster sizes, are detailed below.

Photo 1: Facing wall as you come down the stairs from the Gym.

Size: 3m high x 1.5m wide

Target:
Traffic using the Bodyzone Gym (approx 4000+ members P.A.)



Photo 2 : Wall directly above Parks Cafe.

Size: 3 x A0

Target:
Facing main entrance, viewed by all visitors entering the Centre



Photo 3: Upstairs in the viewing area to watch swimming.

Size: 2 x A1 or 1 x A0

Target:

Parents watching their childrens swimming lessons.



Photo 4: Corridor outside of the BodyZone and Swim School Offices.

Size: 4 x A0

Target:

People using toilets & changing rooms area & visitors to the Swim School.



Photo 5: Area downstairs outside of Sports Hall.

Size: 1 x A0 on each wall

Target:

People waiting to go onto the courts, 5 a side players etc.



Photo 6: Wall next to Creche entrance

Size: A1

Target:

Aimed at Creche users/parents.

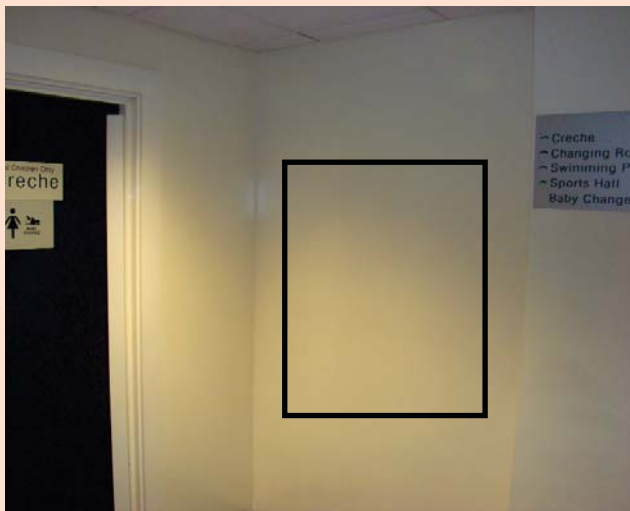


Photo 7: Top of the stairs walking up from Sports Hall.

Size: 2 x A1

Target:

Users of the squash and sports courts.



Photo 8: Top of the stairs by entrance to the viewing area for the Sports Halls.

Size: 2 x A1 or 1 x A0

Target:

Would be seen by users of the Sports Hall and by spectators. Well lit area with light directly above



Space over Parks Bar (8m x 3m). £5,000 per year

Beau Sejour Leisure Centre website Banner. £50 per month

(in rotation x 3) supplied as: 400px (w) x 150px (h) gif

Beau Sejour Leisure Centre website Button. £25 per month

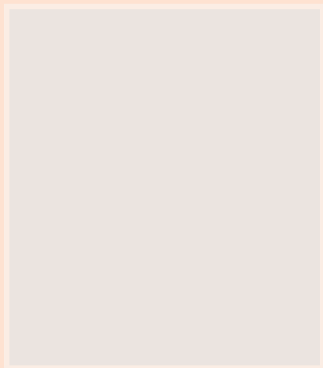
(solus position, please ask for placement details) supplied as: 116px (w) x 127px (h) gif

Space in Foyer equivalent to one car. £250 per week

A0 size

(841mm x 1189mm)

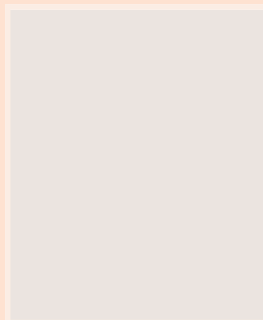
£50.00 each per month



A1 size

(594mm x 841mm)

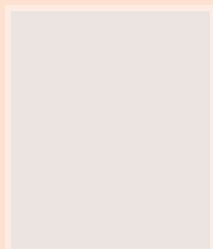
£29.90 each per month



A3 size

(297mm x 420mm)

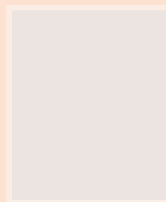
£14.90 each per month



A4 size

(210mm x 297mm)

£5.17 each per month



TERMS & CONDITIONS

- **All payments are to be made in advance**
- **All artwork and materials are to be supplied, fitted and removed at the end of the contract**
- **Volume discounts may apply to 12 month contracts (subject to negotiations)**
- **Prices valid until 31st December 2010**
- **All promotional material must be legal, decent, truthful and honest (at the discretion of the Centre)**

For more In-Centre advertising information please contact Tim Prout on telephone number 01481 749260 or email: tim.prout@cultureleisure.gov.gg

