Refuse Fleet Advertising – Media Pack

A cost effective opportunity to promote your message across Luton, including the town centre, main and side roads, avenues and cul-de-sacs.

Luton Borough Council has cost effectively promoted its own recycling messages on the side of its vehicles for a number of years and we are pleased to announce this opportunity is now available to other organisations. There are 10 collection vehicles available as part of the scheme proving 20 sides of advertising.

Benefits:
- Cost effective when compared to other outdoor media
- The fleet travel to every street in Luton, including the town centre, main and side roads, avenues and cul-de-sacs
- The size of the advert presents a bold way of catching attention
- Provides tremendous visibility, reaching residents, businesses, pedestrians and motorists
- Advertisements are weather resistant and guaranteed for the duration of your campaign, remaining clean and sharp
- Short or long term campaigns available from 3 months to a year
- Production and installation included in the price
- Exclusivity – each vehicle only carries one advert each side

Artwork:

| Dimensions: | 2700mm wide x 1500mm high |
| Specification: | Files should be saved as high resolution vectorised PDF or A.I. files at 300 dpi - ¼ scale. |

Advertising rates:
We offer an excellent rate of only £170 + VAT per side per month for a minimum 3 months. Further discounts are available for 6 and 12 month campaigns or for booking 10 or more sides.

For further information and to book please contact our Sponsorship and Advertising team on 01582 546485 or email marketing@luton.gov.uk

www.luton.gov.uk/advertising