

# Advertising rate card 2024/25

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North  
Tyneside  
Council

# 'Our North Tyneside' magazine

'Our North Tyneside' is North Tyneside Council's free residents' magazine, providing news and information about local events and services.

Published at A4 size, it is delivered to approximately 97,000 households in the borough and copies are also distributed via council buildings.

'Our North Tyneside' is the most used source of information about the council\*.

- **Full page:**  
297mm (H) x 210mm (W)  
£1,100
- **Back page:**  
265mm (H) x 210mm (W)  
£1,500
- **Half page:**  
122mm (H) x 194mm (W)  
£550
- **Quarter page:**  
122mm (H) x 93mm (W)  
£350



## 2024/25 editions:

**Winter 24:** distributed 4-15 November, booking deadline 16 September

**Spring 25:** distributed 3 - 14 March, booking deadline 13 January

**Summer 25:** distributed 23 June - 4 July, booking deadline 6 May

**Winter 25:** distributed 3 - 14 November, booking deadline 15 September

- All distribution dates subject to confirmation nearer the time.
- Artwork should be supplied in high res PDF with crop marks. Allow 3mm bleed all round. We can design the advertisement for you at no extra cost, based on images, text and a design brief being supplied. Two proofs are provided.
- Charges for sourcing images and additional proofs can be provided as required.

\* Independent Residents' Survey, conducted by Ipsos MORI

# Roundabouts

Roundabout advertising is available at sites across North Tyneside and is visible to drivers all day, every day.

Choose a location near your business to let drivers know where you are, or select a variety of sites to maximise visibility.



Cost per panel:

- £1,650 for 12 months
- £880 for 6 months
- £550 for 3 months

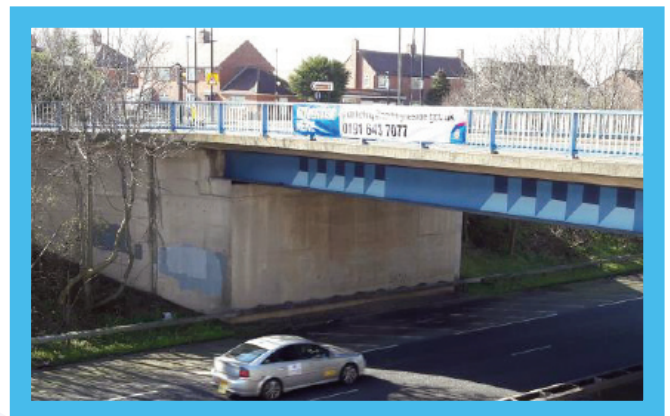
- Discounts are available if booking more than one panel.
- This fee can be paid in full, or you can spread the cost with monthly direct debit payments. Artwork can be changed at any point, eg to promote your seasonal offers, at a cost of £50 per panel per change.  
All prices exclude VAT.
- Dimensions are 1500mm x 350mm.  
Artwork should be supplied in high res PDF.
- We can design the panel for you at no extra cost, based on images, text and a design brief being supplied. Two proofs are provided. Charges for sourcing images and additional proofs can be provided as required. Panels are produced and installed by an authorised contractor.

# Bridge banners

With approximately 45,000 vehicles a day passing under them, the A1058 Coast Road bridges are a great place to let people know about your event or business.

Banners are seven metres long and two sites are available:

- Station Road eastbound heading towards the coast
- Station Road westbound heading towards Newcastle



- Each site is £495 per fortnight.  
Design, if required, is included in the cost.  
All prices exclude VAT.
- Dimensions are 7000mm x 900mm.
- Artwork should be supplied in high res PDF.
- We can design the banner for you at no extra cost, based on images, text and a design brief being supplied. Two proofs are provided.
- Charges for sourcing images and additional proofs can be provided as required.
- Banners are produced and installed by an authorised contractor.