

Juice Festival advertising opportunities

Juice Festival is a festival for families and under-25s produced by NewcastleGateshead Initiative. The festival showcases outstanding work created by, for and with under-25s as well as a family-friendly programme delivered by regional, national and international artists.

Advertising with Juice Festival provides excellent value for targeted promotion and is ideal for promoting your half term events, special offers for family / children / young people, or previewing Christmas events.

About Juice Festival

- Original events, performances and activities created by, for and with children, young people and families.
- Takes place in partnership with cultural venues across NewcastleGateshead such as BALTIC, Northern Stage, Great North Museum: Hancock, and Dance City.
- Takes place during October half term (Fri 20 – Sun 29 Oct).
- Over 17,000 attendees in 2016.
- Target audience: young families and under-25s.

Brochure

20,000 A5 brochures will be distributed across the North East in schools, family attractions / venues, hotels and cafés in September and October. Deadline for artwork will be 4 August 2017.

A full back-page advert is available.

Website

There are also advertising opportunities available on the Juice Festival website: www.juicefestival.co.uk. We had 18,000 page views on this website during the 2016 campaign.

Both leaderboard and MPU advertising opportunities are available on this website.

E-newsletter

The Juice Festival e-newsletter goes out to a database of 42,000 in-region subscribers. An opportunity is available to include a banner advert in this e-newsletter.



How much does it cost?

As a partner of NewcastleGateshead Initiative, you can take advantage of significant discounts on our standard advertising rates (40% off for gold partners, 35% off for silver partners and 30% off for bronze partners).

	Gold partner cost	Silver partner cost	Bronze partner cost	Non-partner cost
Back page advert in Juice Festival brochure	£474	£514	£553	£790
Half-page advert in Juice Festival brochure	n/a	n/a	n/a	n/a
Sponsorship of Juice Festival e-newsletter	£210	£228	£245	£350
Leaderboard advert on Juice Festival website	£180	£195	£210	£300
MPU advert on Juice Festival website	£138	£150	£161	£230

Special offer: place an advert for both Juice Festival and Winter Festival and receive a 10% discount off the total value.

Contact us

For further information, please contact Ali Brown on 0191 440 5751 or at ali.brown@ngi.org.uk

Booking deadline: Friday 21 July 2017.



Winter Festival advertising opportunities

It may only be early summer but Christmas is fast approaching and we're already working on our popular Winter Festival brochure and website for 2017 which will reach both a national and local audience during the festive season. We have a limited number of advertising opportunities available to partners, including advertising in the Winter Festival brochure, on the website or in the dedicated Winter Festival e-newsletter.

Brochure

We expect spaces in the brochure to fill up fast, so please book soon to avoid disappointment.

The brochure will be a 25,000 print-run, A5 full colour and distributed across the North East. Deadline for artwork will be in early October 2017.

You can book the back page, a full page or half page advert in the Winter Festival brochure and the dimensions are as follows:

- Half page: 128mm (w) x 85mm (h) - no bleed**
- Full page: 128mm (w) x 175mm (h) - no bleed**
- Back page: 148.5mm (w) x 210mm (h) - add 3mm bleed**



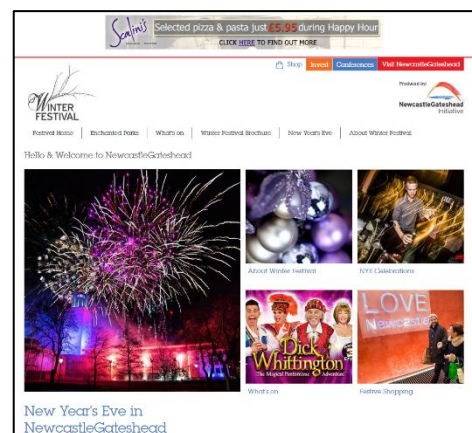
Website

There are also website advertising opportunities available on the Winter Festival website:

www.newcastlegateshead.com/winterfestival

Last year we had over 325,000 page views on this website in October, November and December, all by people looking for things to do in the run up to Christmas and New Year.

Banner adverts are available in leaderboard format or MPU and will feature during the Winter Festival period (October, November and December).





Adverts can be supplied as jpg or gif banners. The dimensions for online adverts are:

Banner: 770px (w) x 95px (h)

MPU: 300px (w) x 250px (h)

E-newsletter

The Winter Festival e-newsletter goes out to a database of 42,000 in-region subscribers. An opportunity is available to sponsor this e-newsletter and include your banner ad.

How much does it cost?

As a partner of NewcastleGateshead Initiative, you can take advantage of significant discounts on our standard advertising rates (40% off for gold partners, 35% off for silver partners and 30% off for bronze partners).

	Gold partner cost	Silver partner cost	Bronze partner cost	Non-partner cost
Back page advert in Winter Festival brochure	£600	£650	£700	£1,000
Full-page advert in Winter Festival brochure	£474	£514	£553	£790
Half-page advert in Winter Festival brochure	£258	£280	£301	£430
Sponsorship of Winter Festival e-newsletter	£252	£273	£294	£420
Leaderboard advert on Winter Festival website	£221	£239	£258	£368
MPU advert on Winter Festival website	£158	£171	£184	£263

Special offer: place an advert for both Juice Festival and Winter Festival and receive a 10% discount off the total value.

Contact us

For further information and to discuss packages, please contact Ali Brown on 0191 440 5751 or at ali.brown@ngi.org.uk

Booking deadline: Friday 22 September 2017

Juice Festival and Winter Festival advertising

Special offer: place an advert for both Juice Festival and Winter Festival and receive a 10% discount off the total value.

I would like to book the following:

Juice Festival		Gold partner cost	Silver partner cost	Bronze partner cost	Non-partner cost
<input type="checkbox"/>	Back page advert in Juice Festival brochure	£474	£514	£553	£790
<input type="checkbox"/>	Half-page advert in Juice Festival brochure	n/a	n/a	n/a	n/a
<input type="checkbox"/>	Sponsorship of Juice Festival e-newsletter	£210	£228	£245	£350
<input type="checkbox"/>	Leaderboard advert on Juice Festival website	£180	£195	£210	£300
<input type="checkbox"/>	MPU advert on Juice Festival website	£138	£150	£161	£230

Winter Festival		Gold partner cost	Silver partner cost	Bronze partner cost	Non-partner cost
<input type="checkbox"/>	Back page advert in Winter Festival brochure	£600	£650	£700	£1,000
<input type="checkbox"/>	Full-page advert in Winter Festival brochure	£474	£514	£553	£790
<input type="checkbox"/>	Half-page advert in Winter Festival brochure	£258	£280	£301	£430
<input type="checkbox"/>	Sponsorship of Winter Festival e-newsletter	£252	£273	£294	£420
<input type="checkbox"/>	Leaderboard advert on Winter Festival website	£221	£239	£258	£368
<input type="checkbox"/>	MPU advert on Winter Festival website	£158	£171	£184	£263

Terms and conditions:

1. All bookings are accepted subject to availability and approval. NewcastleGateshead Initiative reserves the right to cancel or refuse to accept any bookings, in full or in part, without giving an explanation.
2. Once signed, it is not possible to cancel the contract without full agreement in writing from NewcastleGateshead Initiative.
3. All bookings are subject to a 50% cancellation charge unless cancelled within 48 hrs.
4. All rates are exclusive of VAT which will be payable at the prevailing rate.
5. Payment is due within 28 days from the date of invoice.
6. These conditions shall be governed and construed in accordance with the Laws of England.

Name:

Position:

Organisation:

Email address:

Signature: _____ Date: _____

Purchase order number (if required): _____

The booking deadline for Juice Festival is **Friday 21 July 2017**.

The booking deadline for Winter Festival is **Friday 22 September 2017**.

Please complete and return this form to Ali Brown ali.brown@ngi.org.uk or Shelley Johnson shelley.johnson@ngi.org.uk.