

## **Promotion of Events taking place at Beccles Public Hall**

### **Display and Advertising Policy and Procedure for Hirers**

Beccles Public Hall will endeavour to provide display and advertising facilities for all hirers' events taking place at Beccles Public Hall, wherever possible. The main promotional display/advertising resources available are:

- The quarterly BPH 'What's On' events brochure (January-March, April-June, July-September & October-December). This is the main source of information for all events taking place at the Hall and 5000 copies are printed and distributed to various locations in Beccles and the surrounding districts.
- Display boards for A3 and A4 posters in and around the Hall and in Exchange Square, Beccles.
- Display facilities in racks at the Hall for A5 and A6 flyers.
- The TV screen displays in the foyer.
- Display facility in the foyer for a pull-up roller banner (maximum size 2000mm x 800mm)
- A weekly "ladder" advert in the Beccles & Bungay Journal or the Waveney Advertiser.
- The "big board" 'Coming Soon' displays on the south (Station Road) and north (car park) sides of the Hall.
- A text listing on the 'What's On' page of the BPH website.
- Advertising on the printed tickets of a prior event.

In all cases priority will be given to BPH-promoted fund-raising events on behalf of the Hall but where space allows, display/advertising facilities will be made available for hirers to promote their events as follows:

- A 'paid for' entry in the quarterly events brochure. Event entries must follow the standard format - we are unable to accept bespoke adverts from hirers. The fee for a one third page feature will be £30.00. Text/copy and artwork for the entry is required at least eight weeks prior to the start date of the relevant brochure.
  - Display facilities on the Hall's notice boards for A3 and A4 posters (portrait-style only) is provided free of charge (including laminating if necessary) for hirer-supplied posters. Posters can be printed for the hirer from a supplied electronic master (PDF, JPEG, etc) from 10p per copy (A4) and 12p per copy (A3).
  - Display facilities for hirer-supplied flyers are provided free of charge in the foyer for A5 and A6 flyers.
  - Display facility in the foyer for a pull-up roller banner is provided free of charge (subject to space availability).
  - A 'paid for' entry in the quarterly brochure includes a free of charge listing in the weekly BBJ/WA advertisement for up to three weeks. If there is no 'paid for' brochure entry, inclusion in the weekly BBJ/WA advertisement can be provided from £15.00 per week, subject to space availability.
  - A 'paid for' entry in the quarterly brochure includes a free of charge listing on the screen displays in the foyer. If there is no 'paid for' brochure entry, inclusion on the screen display can be provided from £5.00 per week.
  - The "big board" 'Coming Soon' displays allow for hirers to submit their own display advert in full colour in electronic format (PDF, JPEG, etc) for incorporating into the BPH display boards. The space available is 3' 6" x 2' & 3' 6" x 1' 6" (landscape orientation) for a full colour display advert or 3' 6" x 1' & 3' 6" x 9" (approximately) for a full colour display advert or text entry. The costs are as follows:
    - a 3' 6" x 2' 3/4" x 1' 6" full colour display advert – a total of £60.00 for the two locations
    - a 3' 6" x 1' 3/4" x 9" full colour display advert – a total of £20.00 for the two locations
    - a 3' 6" x 1' 3/4" x 9" text advert – a total of £10.00 for the two locations
- Each of the four boards on display cover an approximate three-week cycle of events at the Hall. A hirer's event would normally be on display for a minimum of four weeks and up to a maximum of six weeks. Copy date for the artwork/text is a minimum of eight weeks prior to the last date of the event to be advertised.
- A text listing on the 'What's On' page of the BPH website is provided free of charge where a hirer takes a 'paid for' entry in the quarterly brochure. If there is no 'paid for' entry in the brochure, inclusion on the 'What's On' page of the website can be provided for a fee of £10.00, for a minimum of three weeks.
  - An advert on the printed tickets of a prior event can be provided from £15.00.

NB The prime responsibility for promoting a hirer's event at the Hall rests with the hirer through press releases, media contacts, social media and other relevant means. Please note that all BPH promotion facilities for hirers' events are subject to the conditions outlined in section 6.5 of the Ts & Cs of Hire. Beccles Public Hall reserves the right to control all advertising and promotion in and around the Hall and on its various notice boards.