



[stowmarketswimmingclub.co.uk](http://stowmarketswimmingclub.co.uk)

## ADVERTISING SPACE AT STOWMARKET SWIMMING CLUB.

Are you interested in having an advertising banner placed on the wall along the length of the pool and opposite the spectator area and cafe?

The club hosts numerous club events every year which draws in teams and accompanying spectators from across the East of England, giving any advertising a regional reach. The advertising boards are front and centre to visitors to the pool throughout the year.

Importantly, the leisure centre has a constant flow of general public pool and cafe users furthering the reach of the advertising to the broader community.

Technical details of the advertising space that is available are:

- Space available:** Each space will accommodate a banner of 120cm wide x 100cm high.
- Design:** Design and wording is at the discretion and choice of the advertiser albeit the club requires sight of a draft copy before the advertisement is produced. There is a distance of approximately 30 metres from the wall to the spectator area and cafe and therefore lettering of no less than 10cm in height is recommended in order to be clearly readable.
- In line with Swim England the club cannot accept advertising of a political or religious nature or involving alcohol or tobacco nor can the services advertised compete with anything offered by or within the Mid-Suffolk Leisure Centre. All advertising requires the approval of the Club committee which is not required to give reasons for any decline.
- Location:** Internal wall along the 25m length of the pool. While we have space for up to thirty banners prime locations towards the centre will be offered on a first come, first served basis.
- Provision of banner:** The advertiser is required to provide their own banner. However, as a guide we know of a service supplied by Polstead Press, 5A The Maltings, Stowupland Road, Stowmarket IP14 5AG; 01449 677444; [sales@polsteadpress.co.uk](mailto:sales@polsteadpress.co.uk). As an *indication* of cost a four-colour design on PVC with metal eyelets in the corners is priced *in the region of* £60 + VAT\*. We do caution, though, some materials can degrade due to the heat and humidity of the swimming pool and you should check with the printers the expected life of any banner. (\*This is not a quote and Stowmarket Swimming Club, any member of the club or Polstead Press cannot be held to this amount).
- Erection of banner:** The club will arrange with the leisure centre managers for the banner to be hung on the wall.
- Cost:** The annual cost is £100. Payment by cheque or direct to club bank account. A formal invoice will be raised with all relevant payment details.
- Duration:** One calendar year from 1 September to 31 August. (After 1 September the cost of any banners erected will be pro-rated by quarter from the time the banner is hung). Each July we will contact you to confirm whether you wish to continue with the advertising. Any banners for which payment has not been made by 15 August will be removed on or after 1 September.
- Contact:** Mrs Louise Benedetti, Advertising Secretary; Phone: 07808 153719; Email: [stowswimadvertising@gmail.com](mailto:stowswimadvertising@gmail.com).