

Rate card



APP

E-NEWSLETTER

MAGAZINE

PROMOTIONAL SPACE



ThIS Liverpool App

Users

7,000 active users/month.

Main focus

Offers, events and trails in Liverpool city centre.

Main audience

Residents, Employees and students.

Available on

App Store & Google Play.



ThIS Liverpool e-newsletter

Users

18,000 subscribers in the Liverpool City Region

Main focus

B2C, offers, events, news and competitions.

Frequency

Weekly



Liverpool BID e-newsletter

Users

2,000 subscribers in the business community

Main focus

B2B, opportunities and business services

Frequency

Weekly



ThIS Liverpool website

Users

10,000 visitors/month

Main focus

B2C, offers, events, news and competitions.



ThIS Magazine

Distribution

5,000 copies across Liverpool city centre

Main focus

B2C, B2B, business, city news and events.

Frequency

Bimonthly



Promote in Liverpool

Locations

10 prime sites across Liverpool city centre

Audience

150,000 visitors per day

Price

Super competitive rates



ThIS Liverpool App

**FREE
FOR BID
MEMBERS**



ACE PRIZES
BOSS OFFERS
COOL EVENTS

**4 STAR RATING
ON
APPLE & ANDROID**

Users
7,000 active users/month.
Main focus
Offers, events and trails in Liverpool city centre.
Main audience
Residents, Employees and students.
Available on
App Store & Google Play.

Bespoke app boost

App subscription

Feature a highlight event

Listing on ThIS Liverpool Website

Inclusion on the ThIS Liverpool App

£50/week

Quarterly subscription

Listing on ThIS Liverpool Website & App

Access to the CMS system

Up to 4 events allowed

Up to 4 offers allowed

£150/quarter

Yearly subscription

Listing on ThIS Liverpool Website & App

Access to the CMS system

Up to 20 events allowed

Up to 20 offers allowed

£500/year

Feature an offer

Listing on ThIS Liverpool Website

Inclusion on the ThIS Liverpool App

£50/week

Push notification

Push notification promoting your content to our 5,000 app users

£50



Get extra exposure on our e-newsletters from **£35**



Get extra exposure on our publication from **£350**



e-newsletters

20% OFF FOR BID MEMBERS

Liverpool BID e-newsletter

THIS Liverpool e-newsletter

Users
2,000 subscribers in the business community
Main focus - B2B
Opportunities & business services.
Frequency
Weekly

Users
18,000 subscribers in the Liverpool City Region
Main focus - B2C
Offers, events, news & competitions.
Frequency
Weekly

Standard Ad

Dimensions
300px x 200px

Individual ad
£50

Batch of ads

2	3	4	5
£90	£120	£140	£160

Event / Press release feature

Dimensions
300px x 150px

Individual ad
£35

Batch of ads

2	3	4	5
£65	£85	£100	£110

Premium Ad

Dimensions
600px x 300px

Individual ad
£80

Batch of ads

2	3	4	5
£145	£190	£225	£240


Featured offer

Dimensions
300px x 150px

Individual ad
£50

Batch of ads

2	3	4	5
£90	£120	£140	£160


Get extra exposure on our app from £50


Get extra exposure on our publication from £350



Premium featured offer

Dimensions
600px x 300px

Individual ad
£80

Batch of ads

2	3	4	5
£145	£190	£225	£240

Competition

Dimensions
600px x 300px

Individual ad
£150

Batch of ads

2	3	4	5
£270	£400	£500	£550

Format
All artwork to be supplied digitally in RGB JPEG. Max load 300KB.

Delivery
Send your artwork to info@liverpoolbidcompany.com



BID magazine

20% OFF
FOR BID
MEMBERS

Users

5,000 copies across
Liverpool city centre

Main focus

B2C, B2B, business, city
news and events.

Frequency

Bimonthly



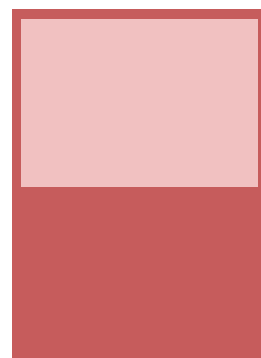
Dimensions



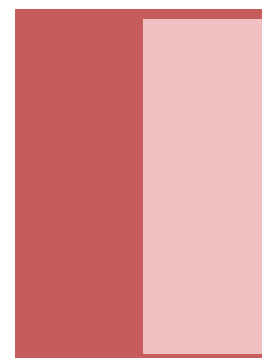
Back cover ad
210mm(w)x297mm(h)
£600



Full page ad
210mm(w)x297mm(h)
£450



Half page ad landscape
188mm(w)x135mm(h)
£350



Half page ad portrait
94mm(w)x275mm(h)
£350

Technical specifications

Format

All artwork to be supplied digitally in CMYK PDF format. Please ensure it is high resolution (at least 300 dpi), flattened (no transparency) with all fonts embedded and including 3 mm bleed.

Delivery

Send your artwork to info@liverpoolbidcompany.com
If it is a heavy file you can send it using [wetransfer.com](https://www.wetransfer.com)



**Get extra exposure
on our e-newsletters
from £35**



**Get extra exposure
on our app
from £50**



Promote in Liverpool

**FREE FOR
BID MEMBERS
4 TIMES/YEAR**



Commercial sites

Williamson Square



21m x 15m
Suitable for:

Clayton Square



18m x 8m
Suitable for:

Roe Street



18m x 8m
Suitable for:

Paradise Street



11m x 3.5m
Suitable for:

Church Street



11m x 7m
Suitable for:

Church Street



9.5m x 6m
Suitable for:

Bold Street



6m x 2m
Suitable for:

- Small trailer
- car
- stand

Roaming sites

Lord Street



Suitable for: Sampling, surveying & petitions.

Bold Street



Suitable for: Sampling, surveying & petitions.

Roe Street



Suitable for: Sampling, surveying & petitions.

Rates

Get extra exposure on our app from £50

Thursday - Friday	£1,200
Saturday	£1,250
Sunday - Wednesday	£950
£50 ID pass for sampling staff	

Get extra exposure on our e-newsletters from £35

For further information go to www.promoteinliverpool.com



General Terms and Conditions

The Liverpool BID Company aims to meet the standards for accuracy and honesty as described on the Marketing and Advertisement Government recommendations. The advertising business needs to take in consideration the different audiences especially: advertising to children, avoid causing offences or political advertising.

Also, following the Consumer Protection from Unfair Trading Regulations, **the business can not mislead or harass consumers** by, for example: including false or deceptive messages, leaving out important information, using aggressive sales techniques.

All marketing and advertising within the Liverpool BID Company platforms **must be legal, decent, truthful, honest and socially responsible** (not encouraging illegal, unsafe or anti-social behaviour).

Some advertisement opportunities might be restricted when the main aims are to promote activities or products such as alcohol, tobacco, payday loans companies, adult shop or venues, betting shops etc. **The Liverpool BID Company reserves the right to decline any advertising that is deemed in conflict with its core objectives.**

Advertising to businesses is covered by the Business Protection from Misleading Marketing Regulations. As well as being accurate and honest, you must not make misleading comparisons with competitors, that includes: using a competitor's logo or trademark (or something very similar) or comparing your product with a competitor's product that's not the same.

Some BID benefits are restricted to availability and recurrence.

Artworks - Check and ensure the following

The artwork remains the responsibility of the creator.

All printing artwork must be supplied as a high resolution PDF, at least 300dpi. Low resolution images can lead to a loss of quality. **We cannot accept liability for quality issues relating to this. All colours must be CMYK.** We cannot be responsible for undesirable colour shifts. **All fonts must be embedded.** All artworks must **include a 3mm bleed.**

All digital artwork to be supplied in RGB JPEG. Flattened (no transparency) with all fonts embedded. Max load 300KB.


Company details

Liverpool BID Company

2nd Floor, 76-78 Lord Street
Liverpool, L2 1TA

 www.liverpoolBIDcompany.com

 info@liverpoolbidcompany.com

 **0151 233 2890**

Liverpool BID Company is a registered private limited company, representing more than 1,500 businesses in Liverpool city centre via **City Central BID** and **Commercial District BID** (Business Improvement District).