



COASTAL CURRENTS
ARTS FESTIVAL
HASTINGS & ST LEONARDS

ADVERTISE WITH COASTAL CURRENTS

SPONSORS

FOR SPONSORSHIP OPPORTUNITIES PLEASE CONTACT US ON INFO@COASTALCURRENTS.ORG.UK WE CAN PUT TOGETHER A BESPOKE SPONSORSHIP PACK FOR YOU WHICH INCLUDES EXPOSURE THROUGHOUT THE FESTIVAL AND OVER THE YEAR. WE ARE ALSO LOOKING FOR SPONSORS FOR THE OPENING PARTY AND 2018.



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BROCHURE AD - PRICE LIST

1/4 of a page (portrait) £120

1/2 of a page (landscape) £225

Whole Page £400

Back Page £750

Inside Front Cover (left hand side) £500

Inside Back Cover (Right hand side) £450

WEBSITE AD - PRICE LIST

Type 1 - Visit Us Listing

(pull down menu tab; Places to Stay, Places to Eat & Drink, Things to do)
with a link to your website £50

Type 2 - Clickable Block Ad (all pages)

(this type of ads sits on the right hand side, across all pages of the site)
with a link to your website £100

BROCHURE & WEBSITE DISCOUNT EXAMPLES

1/4 Page brochure Ad + Visit Us Web Listing £140

1/2 Page brochure Ad + Block Web Ad £275

Whole Page Ad + Visit Us Web Listing £420



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WHY ADVERTISE WITH COASTAL CURRENTS?

- * Three months of advertising over the high season from July through September, including distribution at major visitor events such as Seafood and Wine Festival and Old Town Carnival.
- * Be part of a beautifully printed, FREE A5 glossy publication with a minimum print run of 30,000 that showcases the area's culture, art and creative industries in and around Hastings, St Leonards and Rother.
- * Contribute towards the area's annual arts festival and help associate your brand with our audiences.
- * Get exposure to culturally minded, high spending visitors and residents. The website and brochure are referred to again and again.
- * Your Advertisement will be seen from Folkestone to Brighton, to London; a minimum 2 hour drive radius of Hastings with delivery to Tourist Information Centres, Guest houses, Visitor Attractions, Galleries, Salons, Shops, Cafes plus lots of venues in Kent, Sussex and London.
- * Great visibility over a long period as the brochure is restocked regularly for the months leading up to the Festival and throughout the Festival itself.
- * Coastal Currents Website gets over 100,000 hits over the summer and early autumn as people check for events and updates. The website stays up all year and continues to receive hits.
- * There is a special emphasis in the brochure and website to increase visitor footfall to food shops, cafes and restaurants, creative industries, specialist shops, style shops, hair and beauty.
- * Cost Per Thousand (CPM) Rate = 0.003 It is a generally accepted ratio that at least 2 people will read each piece of print so a print run of 30,000 brochures will reach a minimum of 60,000+ potential customers. This means a £225 Ad in Coastal Currents has a per customer cost of $225/60,000 = 0.003p$. This can be a cheaper and more targeted way of advertising than printing leaflets or advertising in daily newspapers.



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WHAT YOU NEED TO DO NEXT

FOR BROCHURE ADS

Send your complete Ad as a high res (300dpi) Print ready PDF to:
info@coastalcurrents.org.uk

Note: images embedded in Word, Word Docs or any other files will not be accepted.

FOR WEBSITE ADS

Send up to 50 words of text describing your business, including your business name, address, telephone number, opening times, email, website (this will be linked to your site) plus 1 image minimum of 225 pixels wide by 145 pixels high, or a landscape saved as a JPEG.

For Clickable Block Ads please send us an image 250 pixels wide x 175 pixels high. (These are very limited so sold on a first come first served basis).

ADVERT DIMENSIONS

Full page w148 x h210mm please add 3mm bleed

Half page w136 x h95mm (landscape) please include keyline or border.

Quarter page w66 x h95mm (portrait) please include keyline or border.

To book advertising space please contact us on 07957 286895 or email info@coastalcurrents.org.uk

www.coastalcurrents.org.uk