



ADVERTISING OPPORTUNITIES



01449 612825



regal@stowmarket.org



www.regalstowmarket.co.uk



THE REGAL

Who we are and how we can help elevate your exposure

WHO WE ARE



Located in the heart of Stowmarket, Suffolk, The Regal is a much loved, independent multi-purpose venue originally built in 1936 which benefitted from a multimillion-pound renovation to house 3 auditoriums and a spacious café bar in 2021. Open to the community 363 days of year for up to 12 hours a day, The Regal has an affluent footfall all year round.

The Regal attracts a diverse audience with a varied programme, including the latest films, live performances and recorded event cinema productions from pop concerts to National Theatre productions. We host a mix of live entertainment on the stage of our main auditorium along with seasonal events in our café bar.



With such a diverse and engaging programme that attracts a wide-ranging audience, there's no better place to promote your business, organisation, or event than at The Regal.



ADVERTISING ON-SCREEN

Big screen advertising

Big Screen, Big Statement Advertising

Capture the attention of the audience by promoting your eye catching advert on all 3 screens using state of the art laser projectors. Your advert will feature for 20 seconds before each film of the day, up to and sometimes over 9 times a day. Based on this, your advert has the maximum capacity of reaching a combined total of over 969 people per day. Advertising before much anticipated blockbuster films would provide an excellent opportunity to reach a widely diverse and captive audience. Unfortunately, we are unable to display video promotions but your advert will still reach a wide audience.

	Cost
On Screen Advert: 2 Week Showcase - VAT Inclusive	£120
Additional Week	£35.00



PROGRAMME & NEWSLETTER SPONSORSHIP

A weekly engagement opportunity

Traditional marketing to reach the masses

With such variety in our programme, it is important to raise slate awareness for new film releases and our 'What's On' programmes serve as helpful reminders of events coming up. We produce these over two formats outlined below:



Weekly E-Newsletter

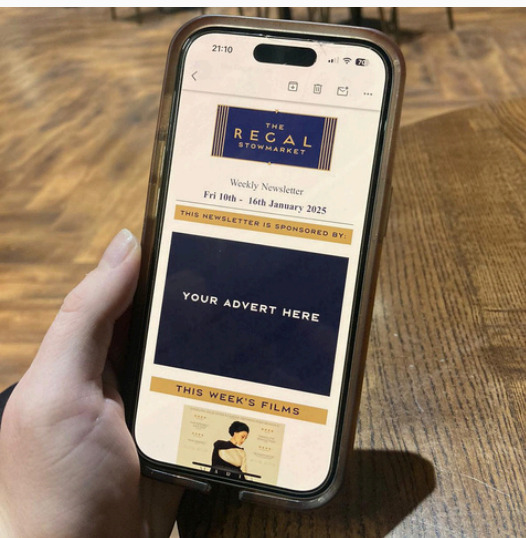
Each Wednesday we send out our weekly e-newsletter enjoyed by over 7,700 patrons on our database. The newsletter includes the latest film releases and upcoming events that week and beyond, making this an ideal spot for your business to feature as the sponsor.

Weekly Printed Programmes

Additional to our E-Newsletter, we produce printed programmes available to pick up from the venue. A huge amount of our customers come in weekly to collect programmes to see what we're promoting each week.



	Cost
Programme & E-Newsletter Sponsorship: 4 Week Showcase - VAT Inclusive	£120



POSTER ADVERTS

Spots we all see

Eye catching adverts to grab attention

Our customer toilets, renowned for their cleanliness and elegant décor, offer a unique advertising space for your business. Located on the backs of the doors are A4 portrait clip frames, providing the perfect opportunity to grab the attention of users. This is proven strategy that consistently boosts tickets sales for many of our shows. By advertising within our facilities for 4 weeks, you're sure to grab the customers' attention to your brand.

	Cost
Poster Advertising: 5x A4 Toilet Frames - VAT Inclusive	£30



ADVERTISE WITH US

4 steps to advertising success

1

Get in touch

If you have any questions or you are ready to start advertising with us, please send us an email to regal@stowmarket.org. Please provide us with what package you're interested in, when you'd be looking to advertise and a description of the content of your ad. Our advertising spaces are available on a first come, first served basis.

Confirmation

If we are able to advertise for you, we'll get back in touch to confirm costs. Once we have the go ahead from you, our accounts department will send you an invoice which you can pay via BACS or card. Once payment has been made, we can start running your advert.

2

Artwork

Once payment is complete, you can send over your advertisement. Please use the following guidelines when creating your advert:

3

On Screen Advert: Adverts need to be Landscape in PNG/JPG File format with a ratio of 1.85:1 (W148cm X H80cm). We will require your advertisement no less than 2 weeks before it airs on screens.

Programme & E-Newsletter Sponsorship: Please email your logo to us in square or landscape PNG/JPG file format in as high quality as possible.

A4 Poster Advertising: Please deliver your 5x high quality portrait posters with a 10mm bleed to us prior to your advertising start date.

Advertising

Once these steps are complete and we've received your advert that fits these guidelines, we'll start running your advert from the agreed date for the selected timeframe. We'll get in touch once your advert is running to send you some pictures of how it looks!

4



THANK YOU

If you have any questions about advertising avenues with us, please get in touch:



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Stowmarket
TOWN COUNCIL