

Penn Central Multimedia Advertising

Media Pack



The Venue:

Penn Central is a bustling and vibrant local bar located in the trendy area of Penn Hill, Lower Parkstone. Penn Central also has a fine dining restaurant positioned above the building named The Canopy Restaurant. We provide customers with Live Music every weekend and a Lunch Time menu Mon-Sat with a Carvery on a Sunday or BBQ.

The Aim of Multimedia Advertising:

We welcome you to include your business on our advertising screen on a 3 or 6 month period at Penn Central so you can target the right type of clients / customers with high disposable incomes. Whom potentially will increase your company's profitability by choosing to use your services or make purchases from you. Multimedia advertising is becoming ever increasingly popular for independent and chain businesses due to how cost effective it is. Your advert will always be in full view, and not skipped past in a daily newspaper or an out of date magazine unlike other forms of advertising. The screen is on constantly and your advert would be shown a minimum of 38 times per day. Your advert will always be in view above our bar area in high quality vibrant colour. In regards to updating or amending adverts, you can update your advert every month if necessary, therefore keeping the up to date information available to our customers.

Key Facts:

- Low cost advertising from only £1.08 per day for a period of 6 months.
- Your advert will potentially be seen by over 1000 viewers a week during opening hours.
Weekday's 10:00 hrs until approximately 24:00 hrs. Weekend's 10:00 hrs until approximately 02:00 hrs.
- Our establishment has a maximum capacity of 250 persons.
- Each advert placed is shown a minimum of once every half an hour for 30 seconds.
However this is based on full capacity of adverts; therefore potentially the amount shown could be far more.
- Your advert would be placed in full view of our customers on the 42" Plasma TV screen at Penn Central and is in clear view of the bar and seating areas.



Advertising Options & Rate Card:

Full Screen Multimedia Advert - 3 Months	£115.00
Full Screen Multimedia Advert - 6 Months	£199.00

Initial Artwork Design Charge £35.00
Updates & Changes £20.00 (per month if required).

All prices are + VAT at the current rate of 15%.

Payment terms:

50% deposit is required to confirm your space. Full balance is to be paid once invoiced on the 1st of month current to your first advertising month. Payment can be taken by cheque, cash or credit / debit card. If paying by cheque please make cheques payable to BMH Penn Ltd and monies must be cleared before adverts can be uploaded each month.

Digital Requirements:

Please supply all artwork or logos / images in a high resolution format of 300dpi. Images and logos designed for the web are not suitable as they have a lower resolution. Dimensions of advert 1500 pixels wide x 1100 pixels high. Please contact us if you need any assistance.

We prefer artwork in one of the following formats:

Adobe Illustrator / Freehand in EPS format.
Adobe Photoshop in PSD, TIFF or JPEG.
Adobe PDF files.

You can supply artwork to us via email or on a CD / DVD.

Booking Form:

Please complete the following form and send it to: FAO: Carla Summers, Penn Central, Penn Hill Avenue, Poole, Dorset, BH14 9NA.

Your Name:

Contact Number:

Company Name:

Company Address:

..... Post Code:

Email:

Advertising Option: (Please tick)

3 Months

6 Months

Deposit

Full Balance

If paying by cheque, please attach it to the booking form.

If paying by card please fill in details below:

Card Type: Card No:

Security No: Start Date: Exp: Issue No:

Is Artwork Design Required: (Please tick)

Yes

No

Signature:

..... Date: / /



Contact:

General enquiries
Artwork / Design

Carlasummers@live.co.uk
Carla@penncentral.co.uk

Telephone

01202 710888 or 07863166963

Terms of advertising:

Amendments to adverts can only be made one week in advance of the 1st of the following month. Cancellations must be in writing by email 30 days prior and no refunds will be issued for months already paid for. No refunds will also be issued for errors in artwork uploaded if the proof had previously been confirmed by email from you. No discount will be given from the package price due to possible holiday closing days or maintenance days. Penn Central reserve the right to refuse artwork if it is deemed not appropriate for display. Penn Central also reserve the right to terminate this service at the end of your advertising period.

