

Wembley
Park

WPL Branding Assets Brochure 2022/2023



How to use this Inventory Guide

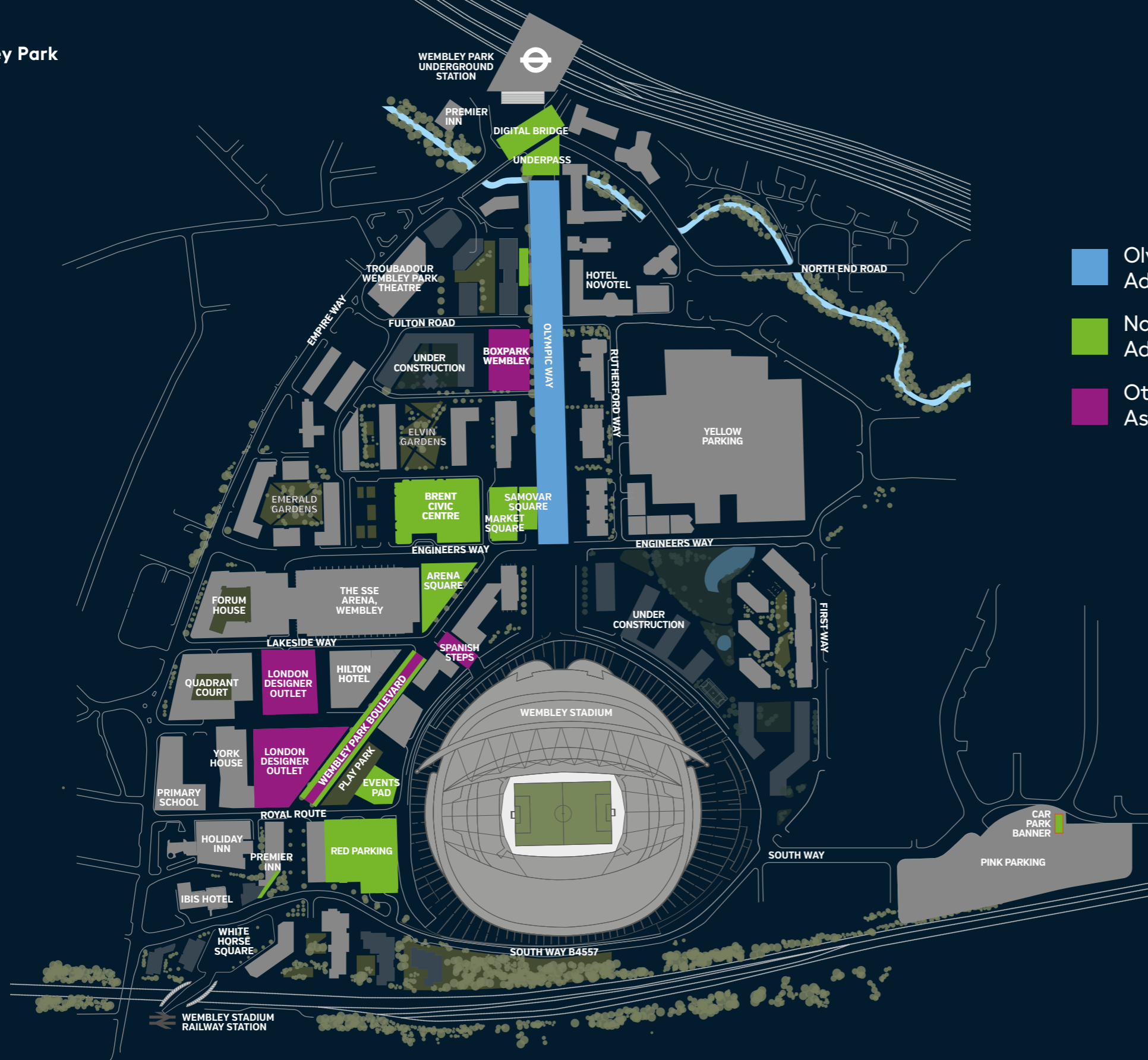


The Media Asset Inventory gives detailed information about each asset and the category that it resides in. There are three categories: Olympic Way Advertising Inventory, Non Olympic Way Advertising Inventory or Other Advertising Asset Inventory.

The assets are available to be booked on match day and non match days and use of the assets will conform with the anti ambush agreement.

From time to time, Wembley Park in conjunction with WNSL and The FA will review the assets available and either upgrade and / or maintain assets. This may take some assets out of use for short periods of time.





-  Olympic Way Advertising Inventory
-  Non-Olympic Way Advertising Inventory
-  Other Advertising Asset Inventory

Asset Inventory

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Olympic Way Advertising Inventory

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**Olympic Way
Advertising Inventory**

Olympic Way Lamppost Banners – OWLP34

– Olympic Way Lamppost Banners – North

– Olympic Way Lamppost Banners – South

**Non-Olympic Way
Advertising Inventory**

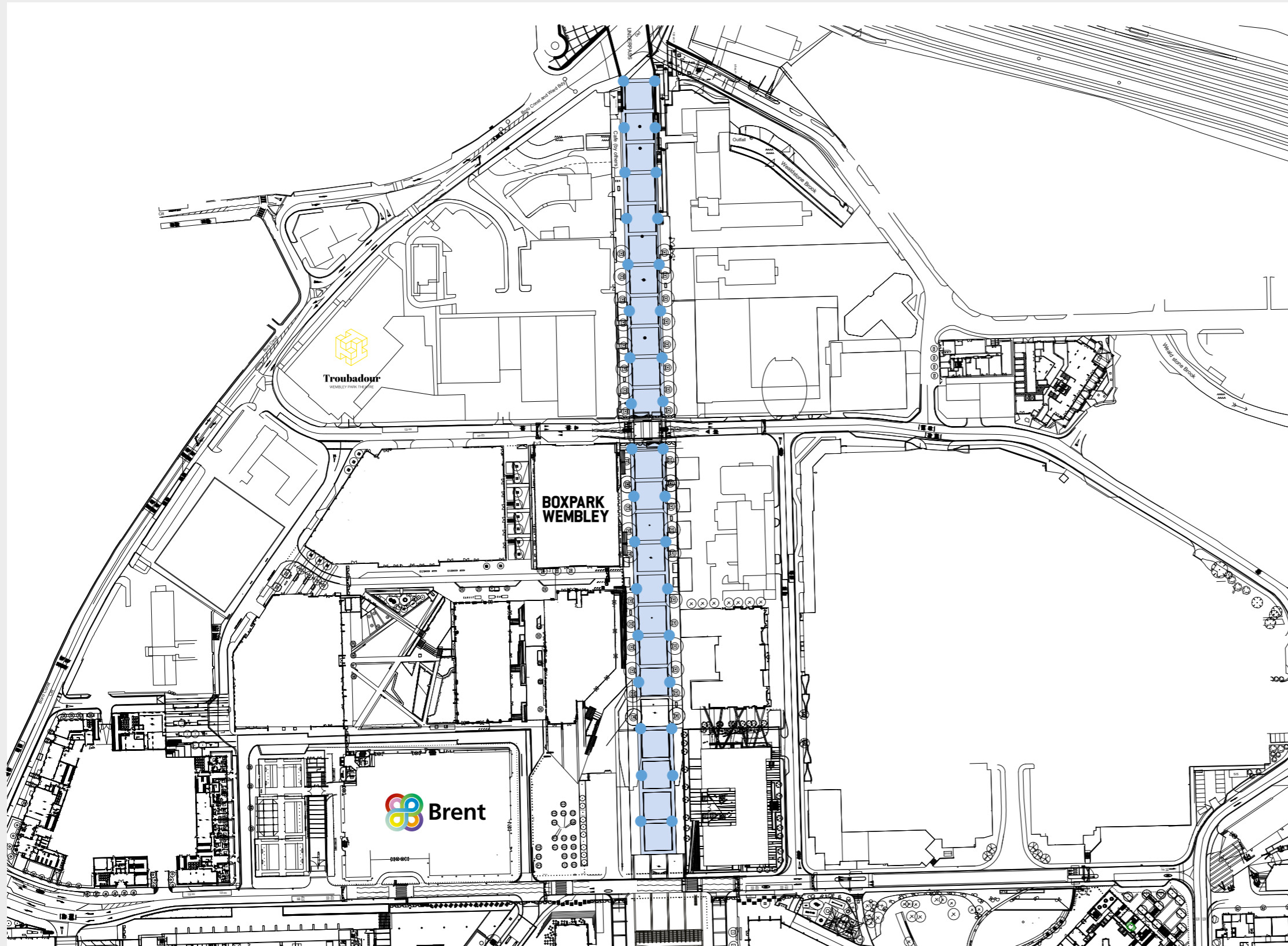
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Wembley Park



Information

Quantity

Inbound banners and
Outbound banners

Event day footfall
70,000

Specification (mm)

Total: 34 units – double sided
Lamppost Banners

Banner Size:
1,794w x 6,976h

Artwork Size:
1,694w x 6,876h

Assets

Olympic Way Banners: OWLP34

- Highly visible and world renowned approach into Wembley Park
- Olympic Way is split into two zones however it can be booked as a single asset or split into two: North and South
- The northern section of Olympic Way has 16 lamppost banner units and the southern end (running from Fulton Road to the new Olympic Way steps) has 18 lamppost banner units.
- Average daily footfall from the London Designer Outlet is 19,055
- Most prominent media asset within the Wembley Park estate



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- Olympic Way Lamppost Banners – South

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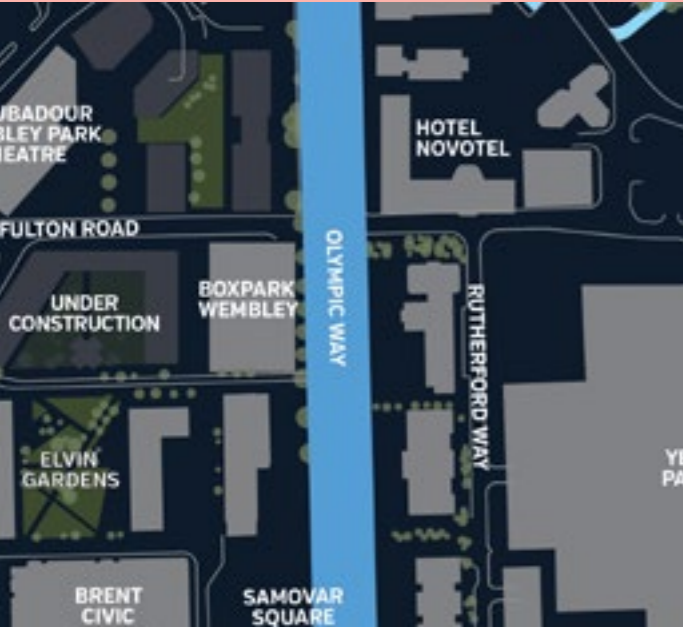
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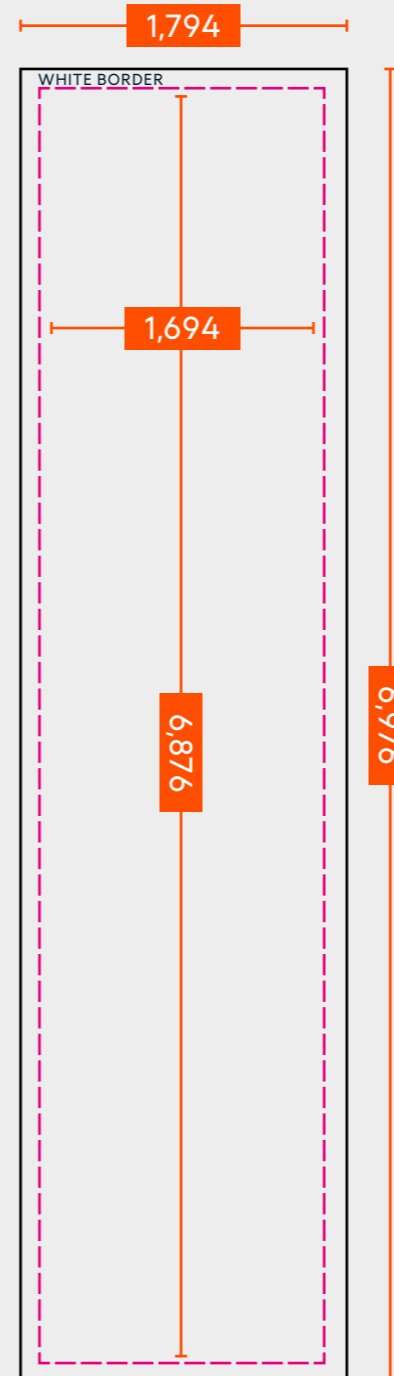
Contact





Assets

Olympic Way Banners



Template files will be sent to you by the Wembley Park Host Manager once a booking has been confirmed.

Banner Size 6,976mm high by 1,794mm wide

Artwork Size 6,876mm high by 1,694mm wide

There are 34 double sided banners, 12 south end of Olympic Way, 16 north end and 6 Wembley Splay to Engineers Way.

Specification (mm)

Banner Size:
1,794w x 6,976h

Artwork Size:
1,694w x 6,876h

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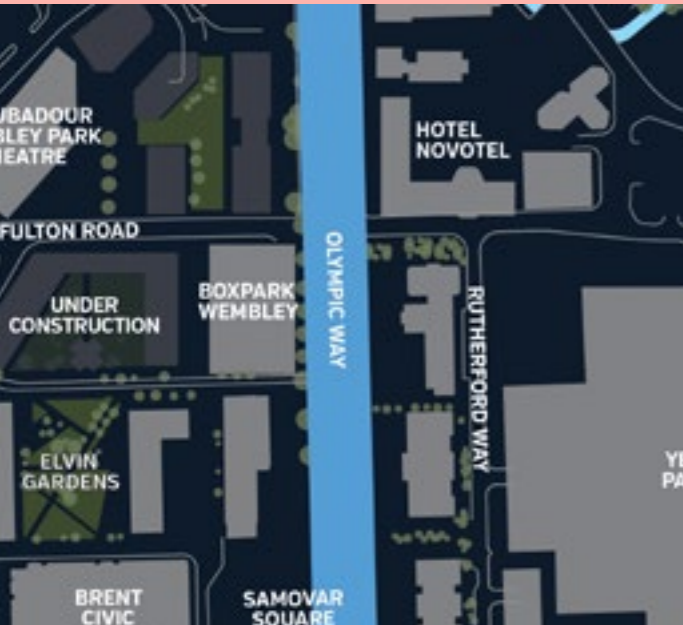
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Map & Coding

Olympic Way North

Specification (mm)

Banner Size:
1,794w x 6,976h

Artwork Size:
1,694w x 6,876h

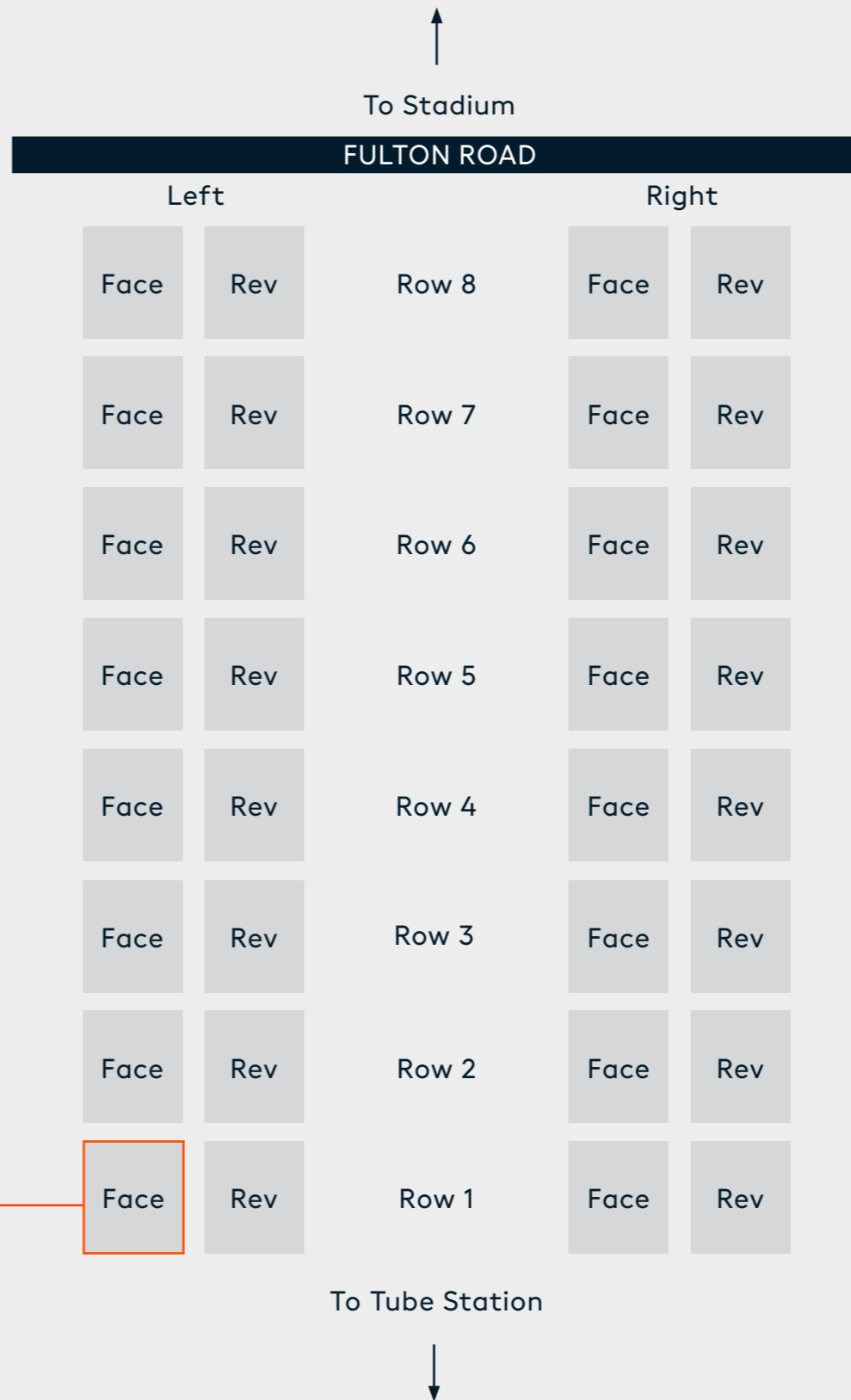
Title:

Wembley Park, Olympic Way,
Lamppost Banners Layout – North

Required Filename Format:

North Row_#_Left/Right_Face/Rear

Example: Row_1_Left_Face



Olympic Way Lamppost Banners – OWLP34

– Olympic Way Lamppost Banners – North

– Olympic Way Lamppost Banners – South

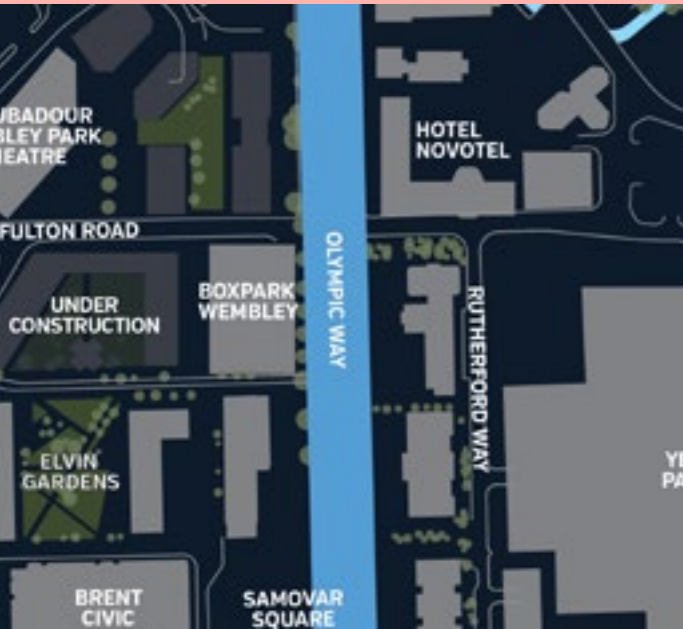
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Map & Coding

Olympic Way South

Specification (mm)

Banner Size:
1,794w x 6,976h

Artwork Size:
1,694w x 6,876h

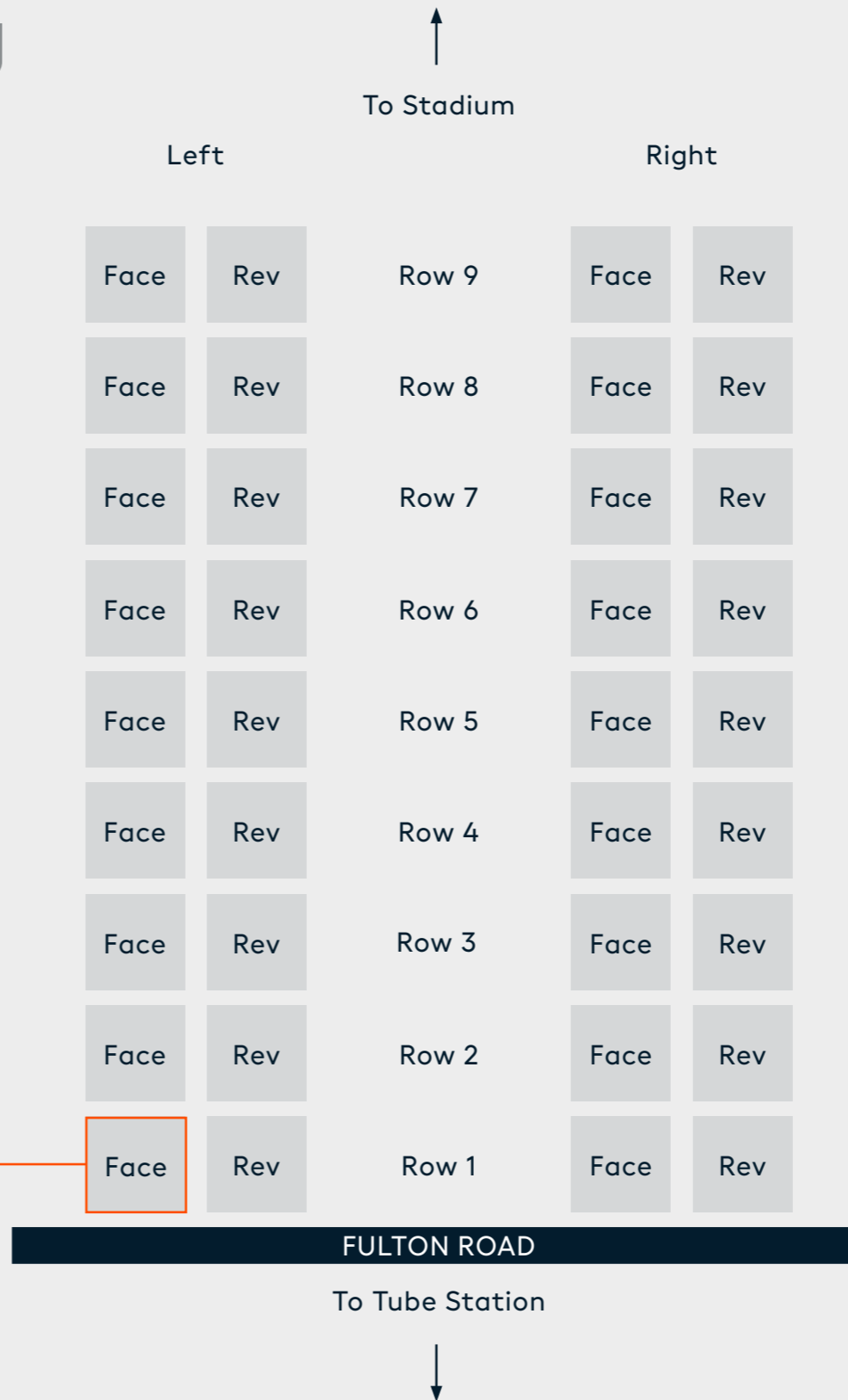
Title:

Wembley Park, Olympic Way,
Lamppost Banners Layout – South

Required Filename Format:

South Row_#_Left/Right_Face/Rear

Example: Row_1_Left_Face



Olympic Way Lamppost Banners – OWLP34

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Non-Olympic Way Advertising Inventory

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Underpass: DB2

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Red Parking Banner South: RCPBS

Red Parking XL Banner: RPXLB

Pink Parking Banner: PCP1

Trotters: STATS

OW Experiential Billboard: OWB1

Civic Centre Banner: CCBEAST

WP Boulevard Banners: WPLP24

Red Parking Ramps

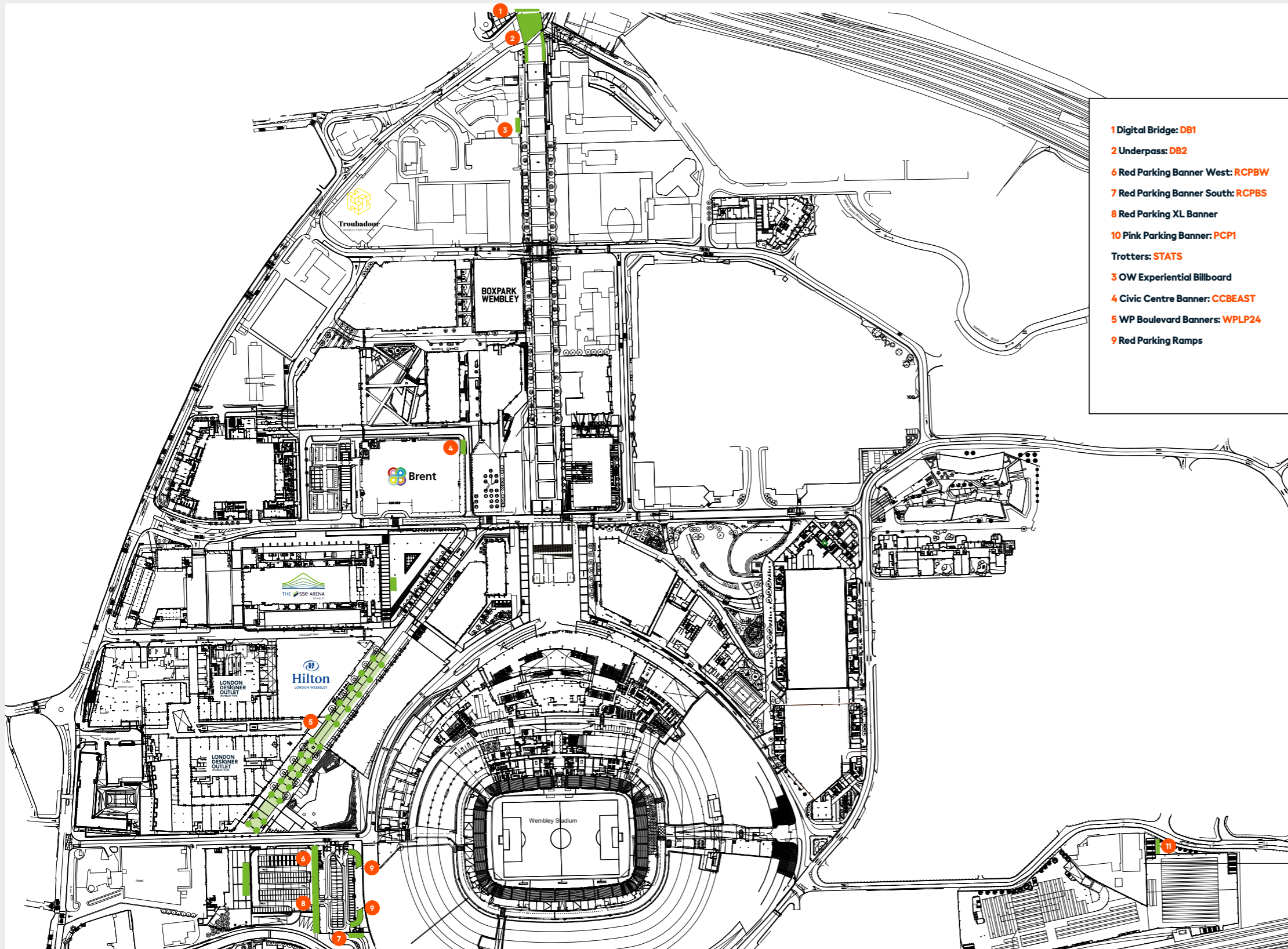
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- 1 Digital Bridge: **DB1**
- 2 Underpass: **DB2**
- 6 Red Parking Banner West: **RCPBW**
- 7 Red Parking Banner South: **RCPBS**
- 8 Red Parking XL Banner
- 10 Pink Parking Banner: **PCP1**
- Trotters: **STATS**
- 3 OW Experiential Billboard
- 4 Civic Centre Banner: **CCBEAST**
- 5 WP Boulevard Banners: **WPLP24**
- 9 Red Parking Ramps

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Wembley Park



Information

Quantity

Inbound panels and
Outbound panels

Event day footfall

70,000

Specification (pixels)

Stadium side: (Outbound)
2,736 x 384 pixels

Station side: (Inbound – looking
towards Wembley Stadium):
3,888 x 384 pixels

Both sides are 72 dpi.
Files: jpeg or .peg or mp4.

Assets

Digital Bridge: DB1

- The first media asset you'll see when arriving at the main tube station for Wembley Stadium
- The media asset captures the iconic photograph of Olympic Way and Wembley Stadium at the top of Wembley Park tube steps
- Both sides of the bridge are digital screens, copy can vary on both sides of the inbound and outbound entrances
- Creative copy can connect to the Underpass lighting although they are sold as separate assets



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Wembley Park



Assets

Underpass lighting: DB2

- Main approach way from Wembley Park Station, in view of Wembley Stadium at the top of Olympic Way
- Create a brand corridor into Olympic Way on both sides of the underpass walls
- Lighting and audio system beneath the bridge can be set to compliment preferred colour scheme and relevant messaging
- The walls and ceiling of the bridge can be programmed with lighting patterns of which Wembley Park can make introductions to artistic designers. Content videos available upon request
- Wembley Park are able to provide creative artist introductions to help with design concepts
- This asset is completely unique in London and new to the market
- Footfall on event days is 70,000



Specification

Lighting display
 West wall is 55 sq m
 East wall is 52.5 sq m

Information

Quantity

1

Event day footfall

70,000

Previous occupiers

Emirates, McDonald's, NFL, Tipi, LDO

Testimonial

"We used the underpass to great effect to launch our new brand. The unique shape being the busy entry point to Wembley Park offers great impact and creative options."

Caroline Anderson,
 Quintain Living

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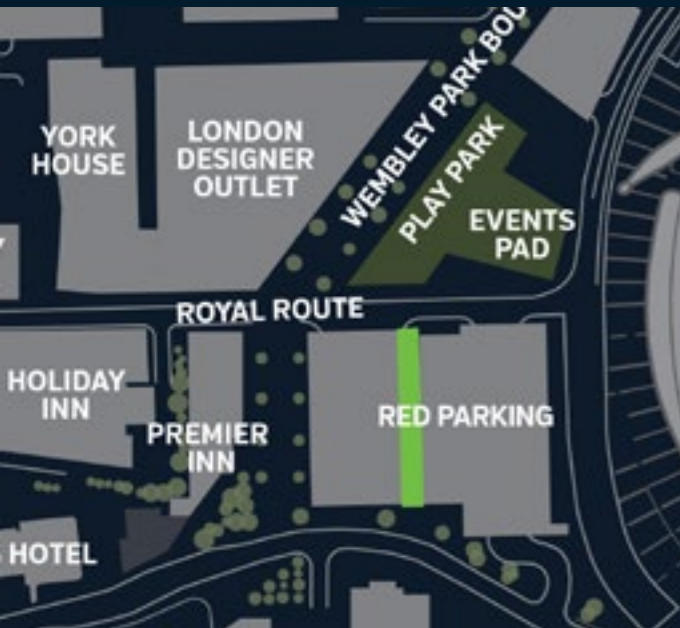
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Information

Quantity

1

Event day footfall

40,000+

Previous occupiers

LDO, Capital One, Sky Bet, Fly Emirates

Testimonial

“The car park banners being the largest format of static media in the local area help us to gain maximum presence with Wembley Stadium in the background whilst being visible from the London Designer Outlet.”

Martin Pullen, Fly Emirates

Assets

Red Parking Banner West: RCPBW

The Red Parking site is suitable for either the banner shown on this page or the XL banner shown later

- Car Park banner available on west facing walls of the building
- The largest static media format available in the local area (286 sq m)
- Visible from key dwell areas such as Wembley Stadium station, Red Car Park (850 spaces), LDO and Match Day Fan Zones
- Minimum of 40,000 have visibility of this media daily



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Civic Centre Banner: CCBEAST

WP Boulevard Banners: WPLP24

Red Parking Ramps

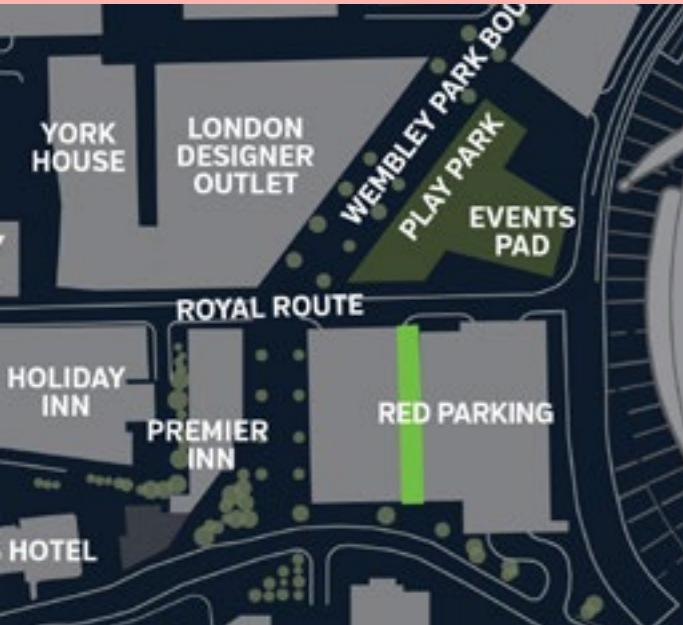
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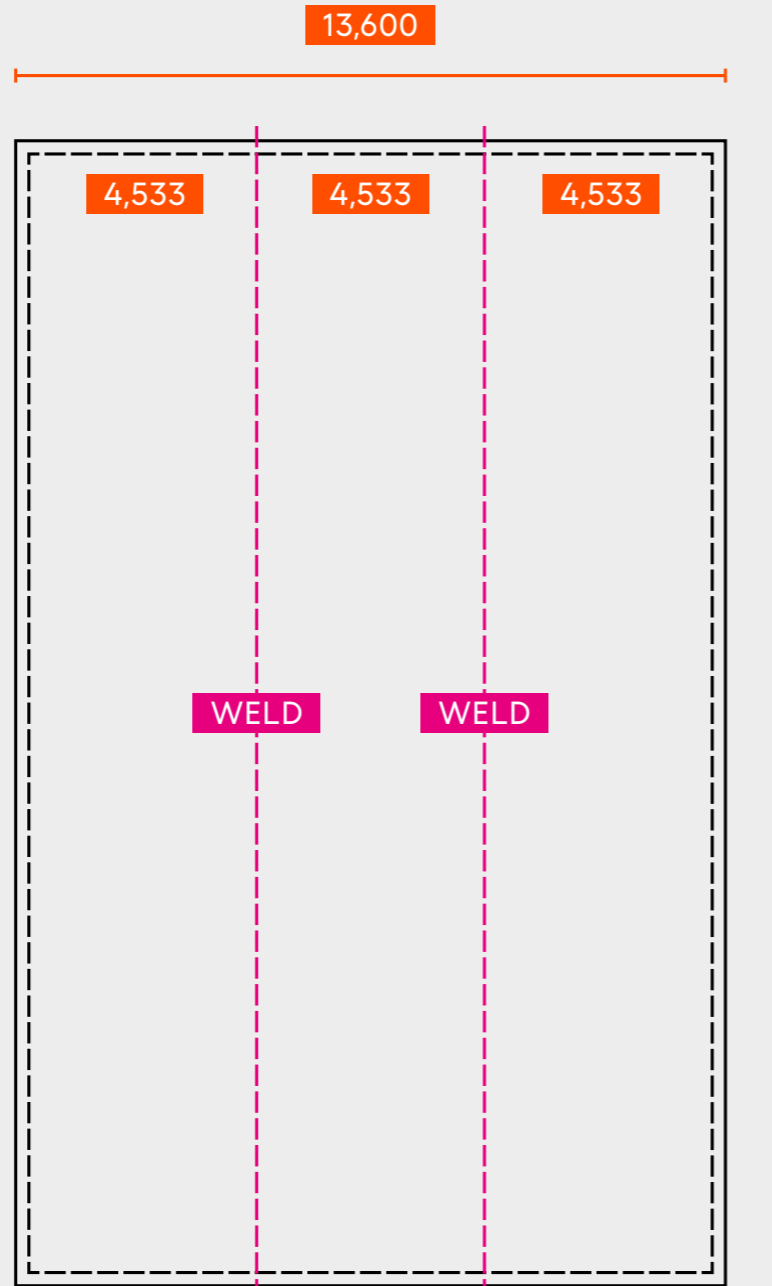
Specification (mm)

13,600w x 22,200h

Middle line shows welding only.

Assets

Red Parking Banner West: RCPBW



--- Safe area: 13,400w x 22,000h

Template files will be sent to you by the Wembley Park Host Manager once a booking has been confirmed.

Don't run critical images or text across the weld joins.

Printed on Mesh PVC, 3 vertical pieces welded together.
50mm webbing welded to the back around the perimeter of the whole banner.
Eyelets every 500mm.

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Red Parking Ramps

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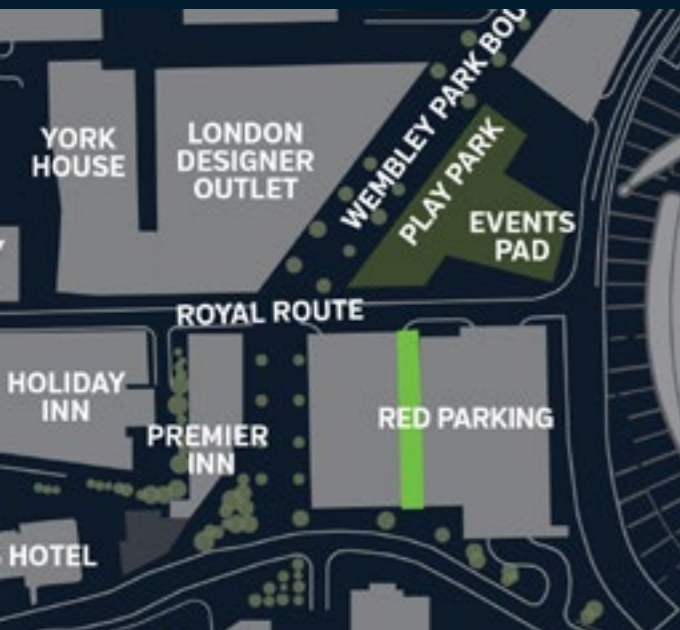
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Wembley Park



Information

Quantity

2

Event day footfall

40,000+

Previous occupiers

LDO, Capital One, Sky Bet, Fly Emirates

Testimonial

“The car park banners being the largest format of static media in the local area help us to gain maximum presence with Wembley Stadium in the background whilst being visible from the London Designer Outlet.”

Martin Pullen, Fly Emirates

Assets

Red Parking Banner South: RCPBS

- The largest static media format available in the local area (286 sq m and 80 sq m)
- Visible from key dwell areas such as Wembley Stadium station, Red Car Park (850 spaces), LDO and Match Day Fan Zones
- Minimum of 40,000 have visibility of this media daily



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Civic Centre Banner: CCBEAST

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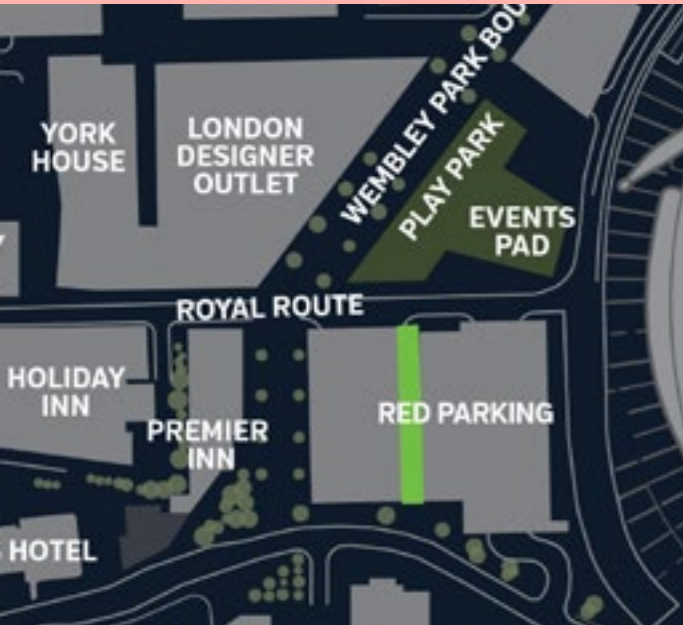
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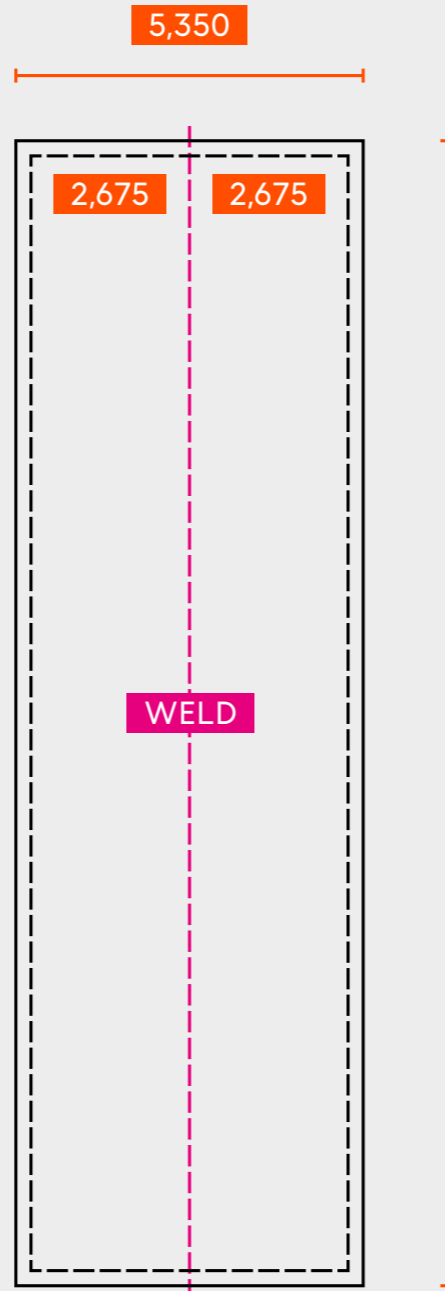
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Assets

Red Parking Banner South: RCPBS



Template files will be sent to you by the Wembley Park Host Manager once a booking has been confirmed.

Don't run critical images or text across the weld joins.

Printed on Mesh PVC, 2 vertical pieces welded together.
50mm webbing welded to the back around the perimeter of the whole banner.
Eyelets every 500mm.

--- Safe area: 5,150w x 15,693h

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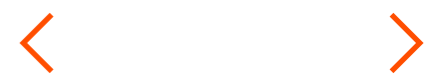
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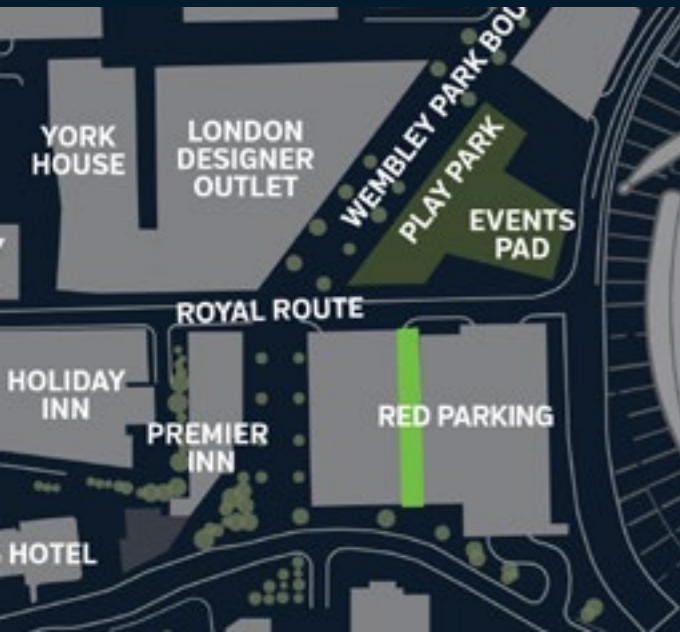


Specification (mm)

5,350w x 17,693h

Middle line shows welding only.

Wembley Park



Information

Event day footfall
40,000

Previous occupiers
Beats

Specification (m)

75m wide x 30m high

Further technical specifications
to be decided

Assets

Red Parking XL Banner: RPXLB

The Red Parking site is suitable for either this banner shown on this page or the West banner shown previously

- Wembley Park hosted the UK's largest OOH campaign to date for Beats by Dre during the Joshua v Povetkin bout
- This was a bespoke campaign where Wembley Park worked with one of their preferred production agencies to create this unique PR moment
- A scaffold frame was built and attached to the car park, to create this activation. The preferred supplier must be used and the activation must span at least 3x event days hence the greater economies of scale shown in the rate card
- The site can also be used for mapping or live projection streams



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Information

Quantity

1

Event day footfall

40,000+

Previous occupiers

LDO

Assets

Pink Parking Banner: PCP1

- Car Park banner available on east facing wall of the building
- One of the largest static media formats available in the local area (43.8 sq m)
- Minimum of 40,000 have visibility of this media daily
- Pink Parking was designed by Wayne Hemmingway and opened in the Spring of 2020
- Europe's largest coach car park, the site can hold over 2,000 vehicles
- Key entry point for VIP visitors arriving to the stadium



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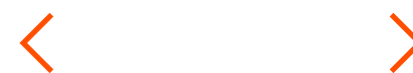
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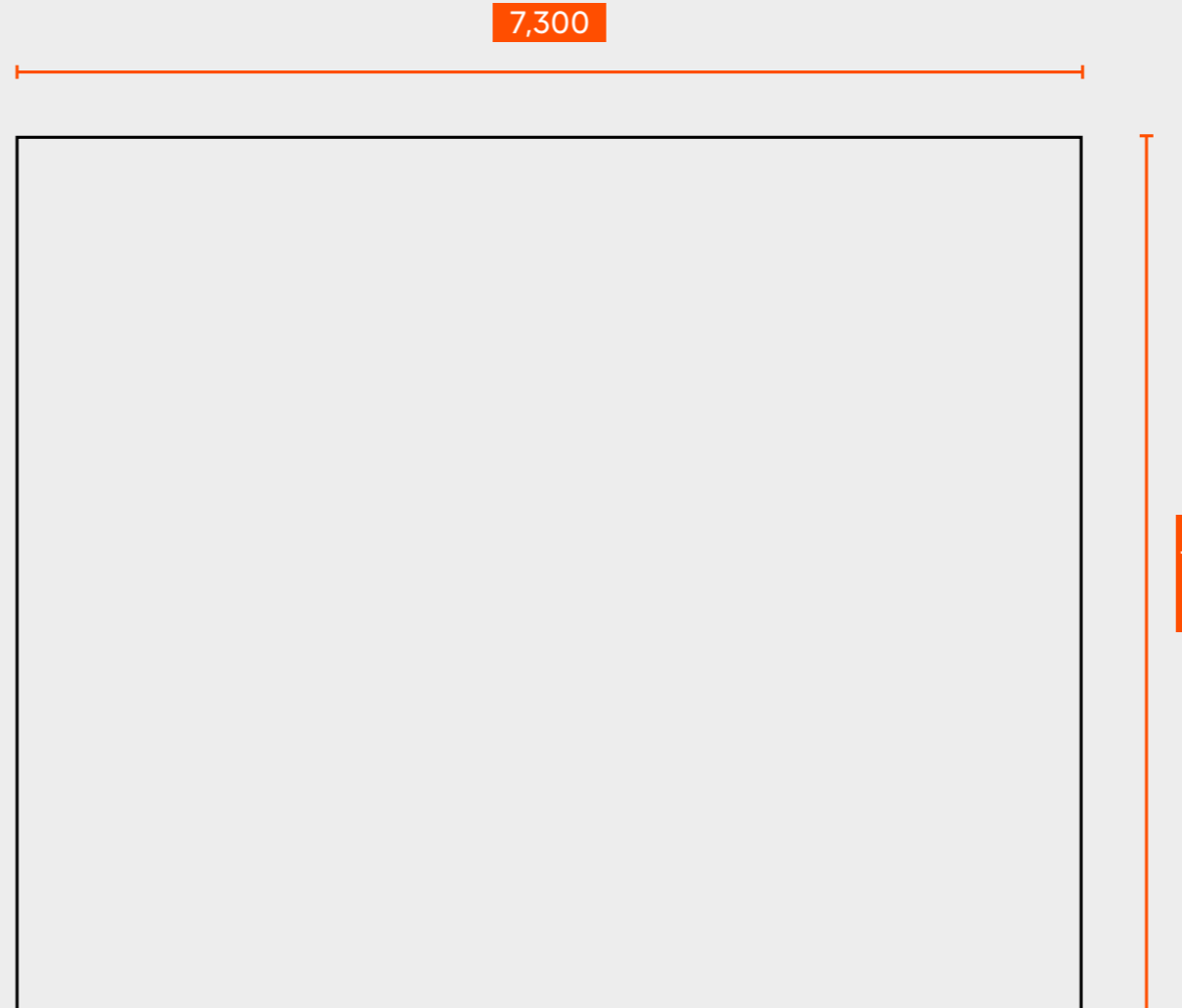


Assets

Pink Parking Banner: PCP1

Specification (mm)

7,300w x 6,000h



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Assets

Static Trotter: STATS

Information

Quantity

6 panels

Event day footfall

50,000

Previous occupiers

Chelsea FC, William Hill, Budweiser, The England team, Boxpark, NFL

Testimonial

“We use the trotter signs for every England game, they are well located across the estate whilst being perfect for brand presence and way finding to our fan zones on match days.”

Tom Moffat, Gorilla Events

- 3x static poster sites which are double sided and are located in different areas across the estate
- All areas of high footfall on event and non event days including Olympic Way and Arena Square
- Measurements for the front and back are 3.35x2.3m
- Locations can be flexible upon request of the client
- Typically used for way finding and located outside of fan zone areas



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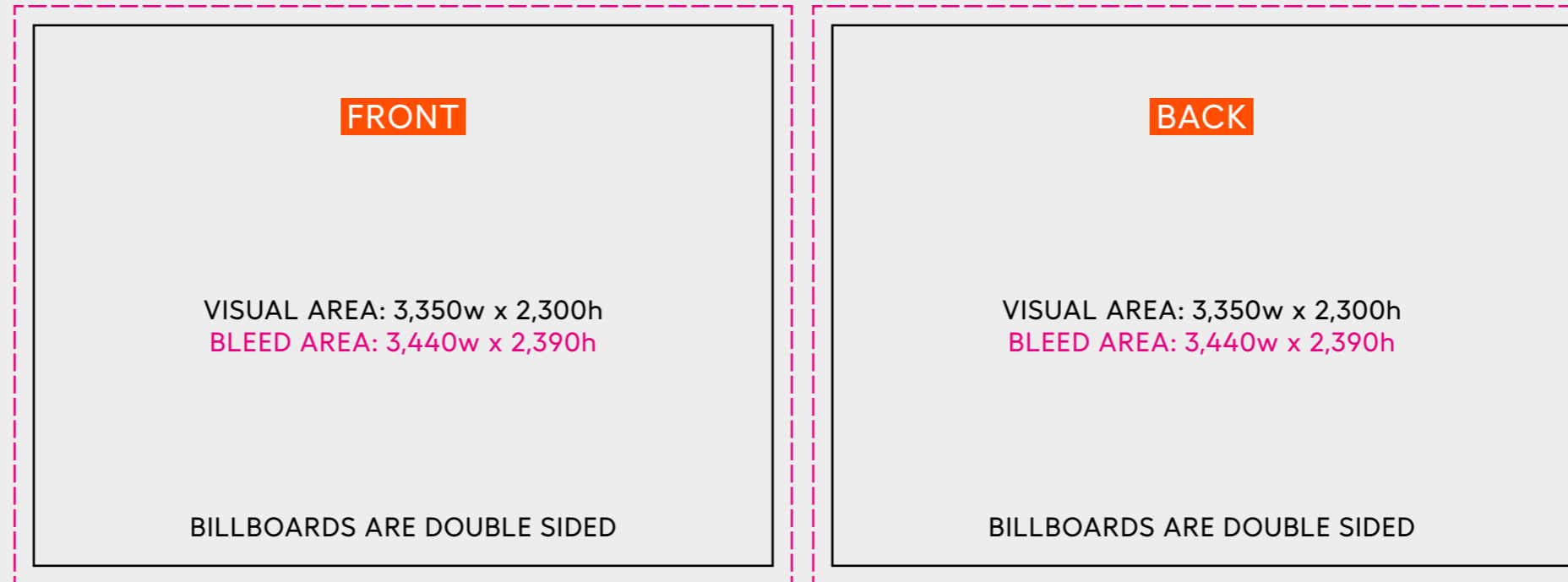


Assets

Static Trotter: STATS

Specification (mm)

N.B Billboards are double sided.



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Wembley Park



Information

Quantity

1

Event day footfall

70,000

Previous occupiers

Tipi, Wembley Park

Experiential Media

Olympic Way Billboard: OWB1

- On the north section of Olympic Way there is a standalone billboard on the western side, positioned in between the lamppost columns of Olympic Way
- This asset is typically used for estate messaging, but vinyl can be installed over this at rate card cost
- Behind this billboard is the stadium retail park which includes Lidl, JD Sports, McDonald's and a car park
- Dimensions are: 9.5x3.2m
- This advertising apparatus is temporary and the rate is available on request and not included in the rate card



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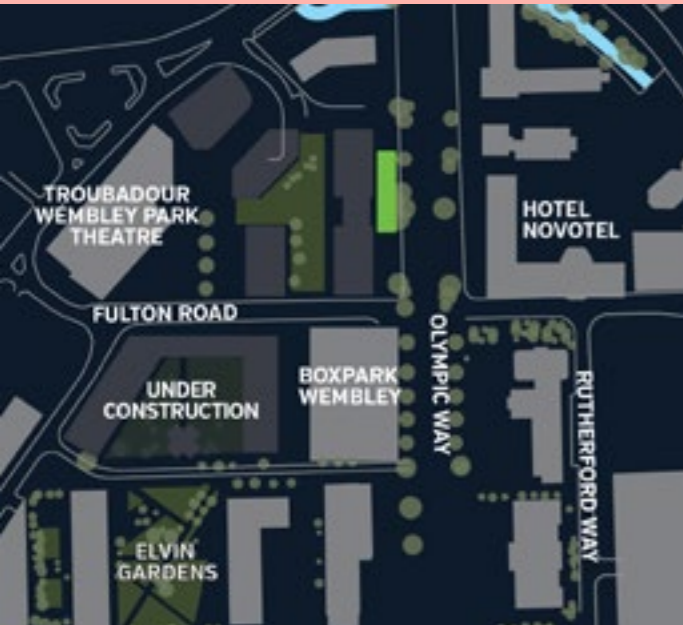
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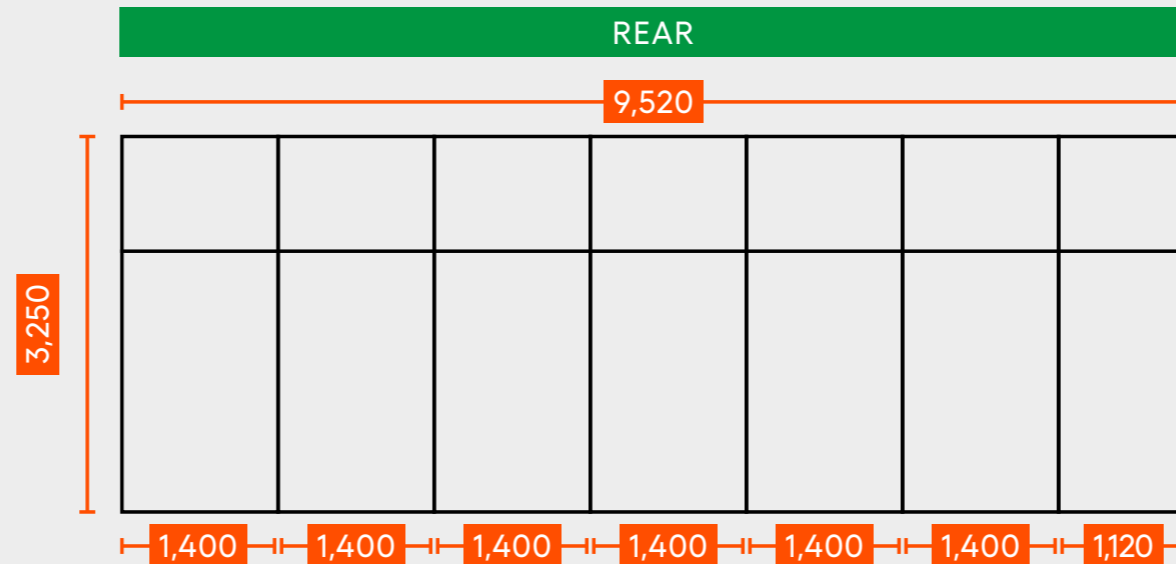
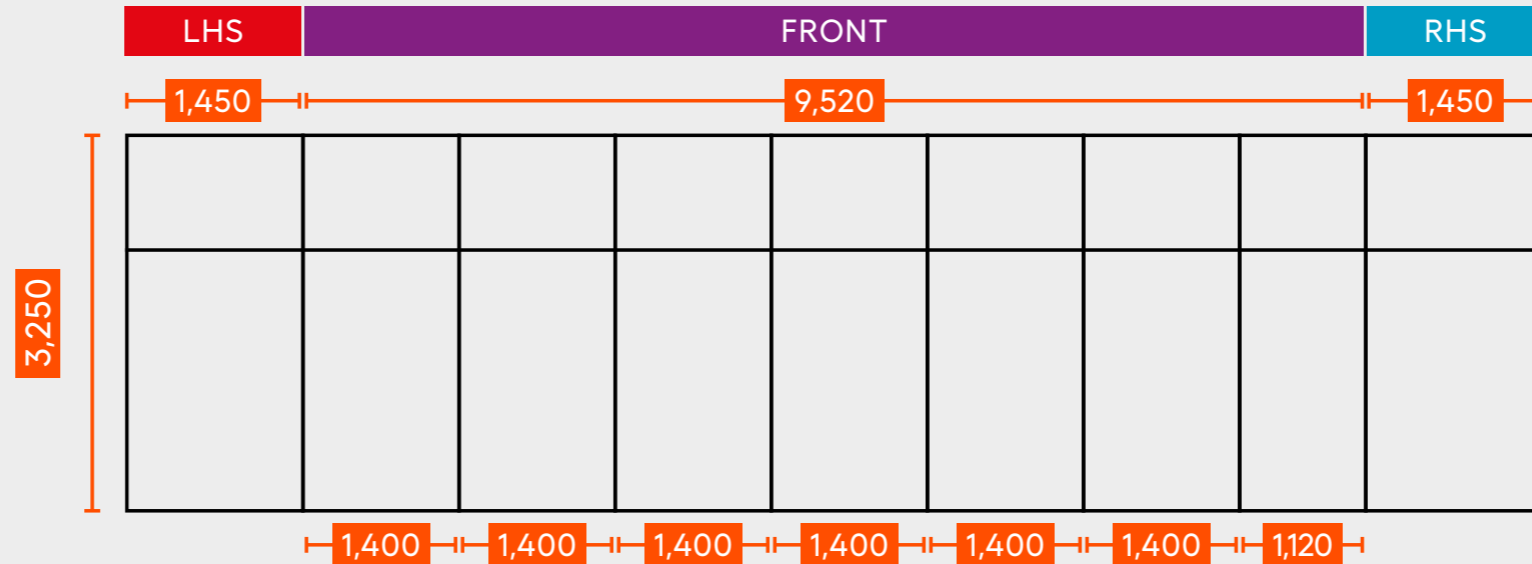
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Experiential Media

Olympic Way Billboard: OWB1



Specification (mm)

Front LHS
1,450w x 3,250h

Front
9,520w x 3,250h

Front RHS
1,450w x 3,250h

Rear
9,520w x 3,250h

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Assets

Civic Centre Banner: CCBEAST

- Brand new media asset to Wembley Park
- The largest media asset that's overlooking Olympic Way
- Static 282 sq m print is installed via harness
- Visible from key dwell areas such as Olympic Way, Market Square and Brent's Civic Centre
- Market Square is used as a fan zone and a busy thoroughfare to other fan zones
- Eyeballs to visitors down Olympic Way and the stadium's outer concourse
- Use of the banner is subject to Brent Council advertising rules for billboard on Council property: this excludes advertising of sugar based soft drinks, alcohol, tobacco and gambling products



Information

Quantity

1

Event day footfall

50,000+

Previous occupiers

MTV, Quintain Living, Fly Emirates, The Tour Series, Boxpark

Testimonial

“Boxpark used the Civic Centre banner to promote our launch in December to great success, the largest media asset in proximity to Olympic Way and our venue meant it couldn't be missed.”

Antony Wallis, Boxpark

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Digital Bridge: DB1

Underpass: DB2

Red Parking Banner West: RCPBW

Red Parking Banner South: RCPBS

Red Parking XL Banner: RPXLB

Pink Parking Banner: PCP1

Trotters: STATS

OW Experiential Billboard: OWB1

Civic Centre Banner: CCBEAST

WP Boulevard Banners: WPLP24

Red Parking Ramps

Other Advertising Asset Inventory

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Asset Rate Cards and Technical Specification

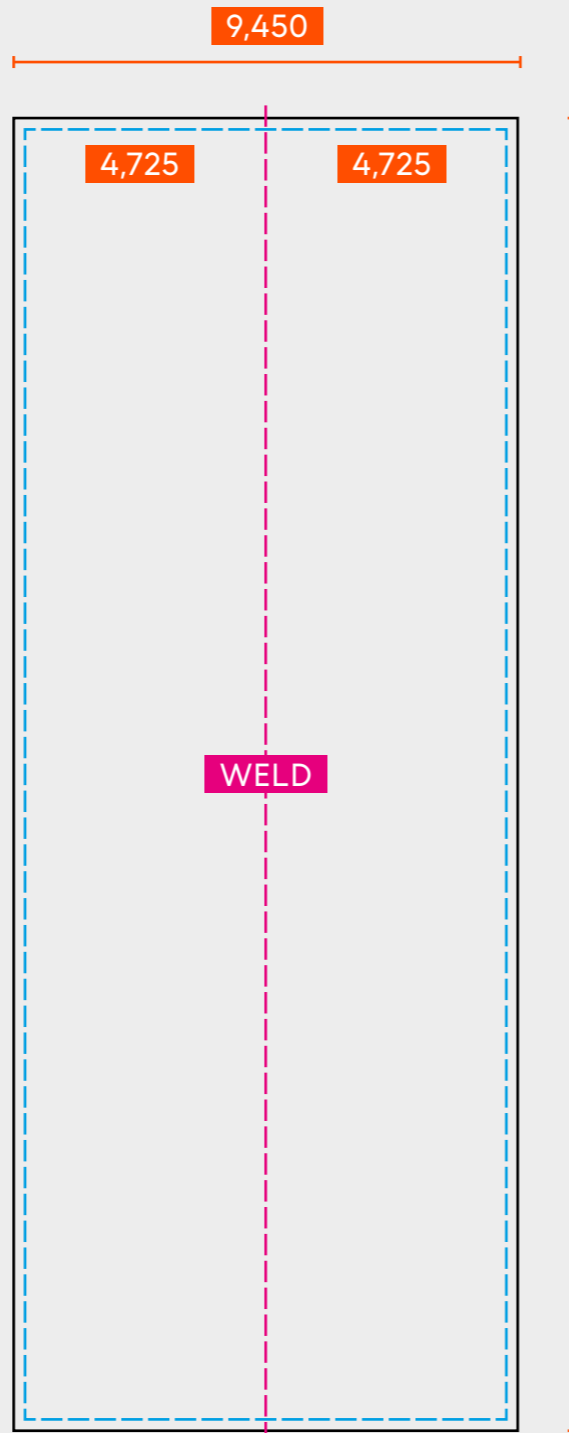
Contact





Assets

Civic Centre Banner: CCBEAST



--- Safe area

Template files will be sent to you by the Wembley Park Host Manager once a booking has been confirmed.

Don't run critical images or text across the weld joins.

Printed on Mesh PVC, 2 vertical pieces welded together. 50mm webbing welded to the back around the perimeter of the whole banner. Eyelets every 300mm and a welded in rope to the outer edge, or twin leg 10mm keder with eyelets through the tails. 300mm PVC reinforced corners each with a 80mm D ring for a ratchet strap.

Specification (mm)

9,450w x 30,250h

Middle line is for welding only.

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Civic Centre Banner: CCBEAST

WP Boulevard Banners: WPLP24

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Assets

WP Boulevard Banners: WPLP24

- A brand corridor of lamppost banners on both sides of the pedestrianised road outside of the London Designer Outlet and restaurants
- The boulevard connects the London Designer Outlet, Red Car Park and the SSE Arena, Wembley with key entry points to Wembley Stadium
- Each banner is 3m high
- Busy event day crowds with LDO and fan zone punters



Information

Quantity
24

Event day footfall
30,000+

Previous occupiers
LDO, NFL, Budweiser

Testimonial

“The sheer number of banners, their size, and opportunity for stand out creates a strong brand corridor and sense of arrival to the LDO. They link us visually to the fan zones within Wembley Park, The SSE Arena and key arrival points by car and train.”

Norman Black, LDO

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Red Parking XL Banner: RPXLB

Pink Parking Banner: PCP1

Trotters: STATS

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WP Boulevard Banners: WPLP24

Red Parking Ramps

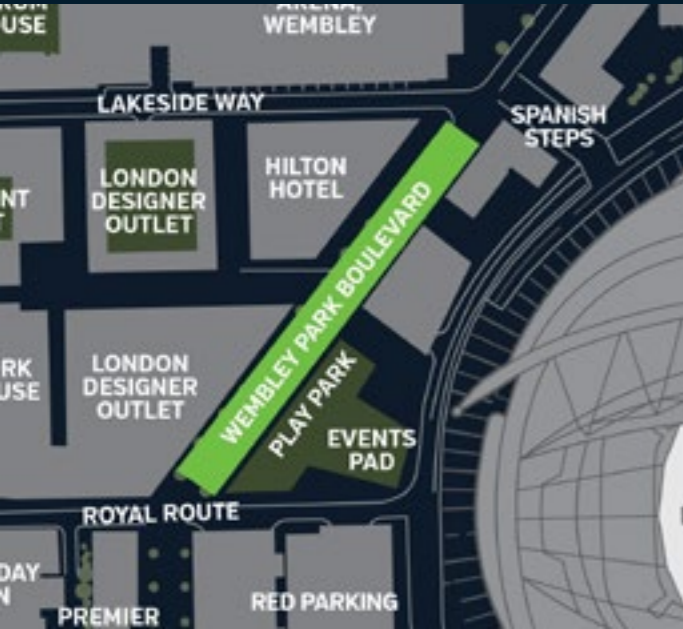
**Other Advertising
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Information

Quantity
24

Event day footfall
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“The sheer number of banners, their size, and opportunity for stand out creates a strong brand corridor and sense of arrival to the LDO. They link us visually to the fan zones within Wembley Park, The SSE Arena and key arrival points by car and train.”

Norman Black, LDO

Assets

WP Boulevard Banners: WPLP24

BRIDGE OVER PASS TO RED PARKING

STADIUM	WBOUL_L_12_F	F	R	F	R	WBOUL_R_12_F	LDO SHOPPING CENTRE
	WBOUL_L_12_R					WBOUL_R_12_R	
	WBOUL_L_11_F	F	R	F	R	WBOUL_R_11_F	
	WBOUL_L_11_R					WBOUL_R_11_R	
	WBOUL_L_10_F	F	R	F	R	WBOUL_R_10_F	
	WBOUL_L_10_R					WBOUL_R_10_R	
	WBOUL_L_9_F	F	R	F	R	WBOUL_R_9_F	
	WBOUL_L_9_R					WBOUL_R_9_R	
	WBOUL_L_8_F	F	R	F	R	WBOUL_R_8_F	
	WBOUL_L_8_R					WBOUL_R_8_R	
WBOUL_L_7_F	F	R	F	R	WBOUL_R_7_F	HILTON	
WBOUL_L_7_R					WBOUL_R_7_R		
WBOUL_L_6_F	F	R	F	R	WBOUL_R_6_F		
WBOUL_L_6_R					WBOUL_R_6_R		
WBOUL_L_5_F	F	R	F	R	WBOUL_R_5_F		
WBOUL_L_5_R					WBOUL_R_5_R		
WBOUL_L_4_F	F	R	F	R	WBOUL_R_4_F		
WBOUL_L_4_R					WBOUL_R_4_R		
WBOUL_L_3_F	F	R	F	R	WBOUL_R_3_F		
WBOUL_L_3_R					WBOUL_R_3_R		
SPANISH STEPS	WBOUL_L_2_F	F	R	F	R	WBOUL_R_2_F	THE SSE ARENA, WEMBLEY
	WBOUL_L_2_R					WBOUL_R_2_R	
	WBOUL_L_1_F	F	R	F	R	WBOUL_R_1_F	
	WBOUL_L_1_R					WBOUL_R_1_R	

Key

F = Face of banner

R = Reverse of banner

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Trotters: STATS

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Civic Centre Banner: CCBEAST

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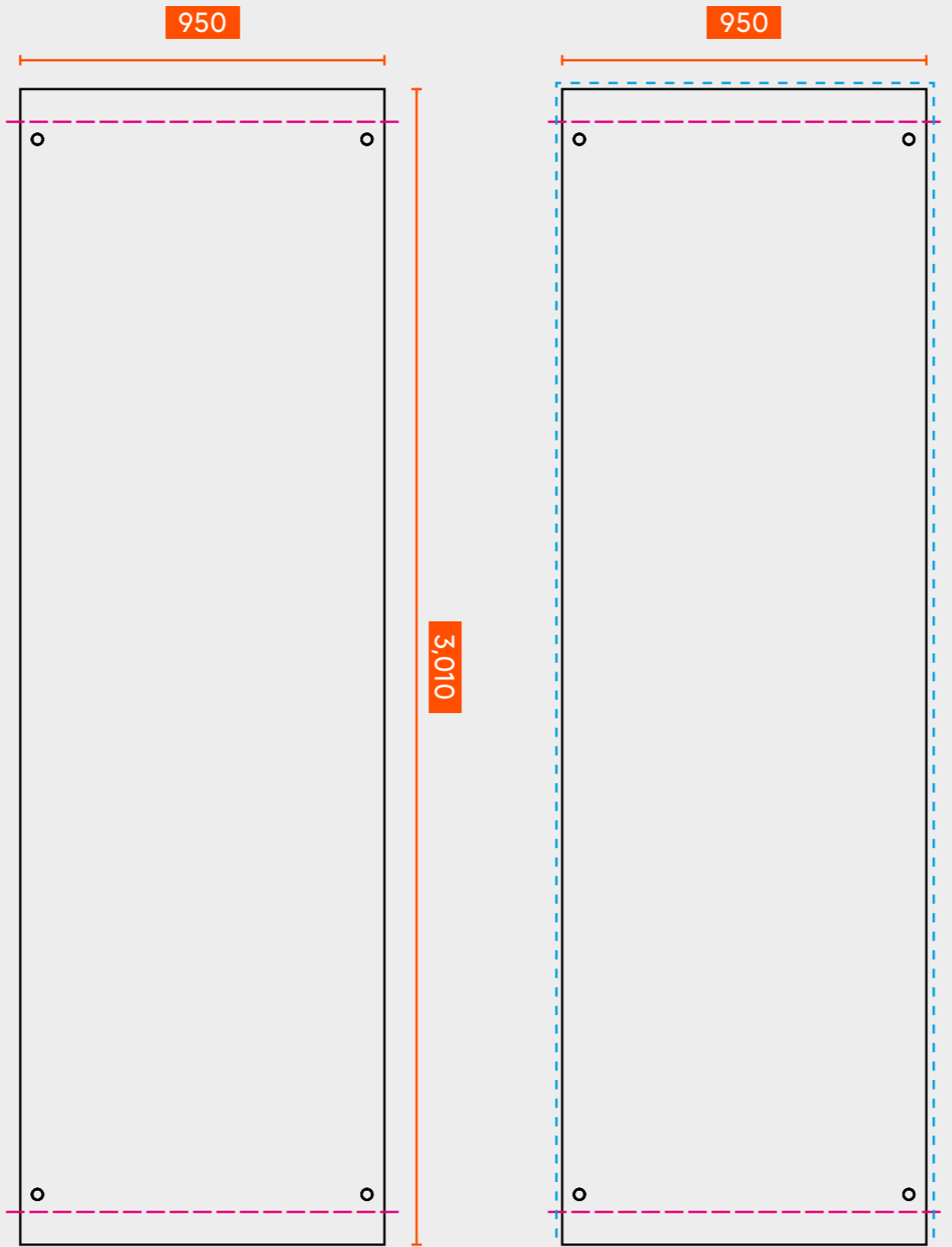
Contact





Assets

WP Boulevard Banners: WPLP24



--- Safe area

- - - =10mm bleed

Template files will be sent to you by the Wembley Park Host Manager once a booking has been confirmed.

Keep any text 50mm clear from top and bottom to avoid the folded pockets.

NOTE:
There are 24 double sided banners, 12 left side and 12 right side.

Please provide layout.

Printed on Blockout PVC.
20mm pocket top and bottom with 10mm kader bead sewn in.
Ends of welds reinforced with eyelets.

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Specification (mm)

950w x 3,010h

Please keep any text 50mm from the top and bottom to avoid folding pockets.



Wembley Park



Information

Quantity

12x tiers

Event day footfall

40,000

Dimensions are available upon request

Experiential Media Red Parking Ramps

- Currently these are unbranded exterior concrete walls of the red car park ramps
- Branding options can either be vinyl installations or be painted by GSA
- The red car park is in the south west corner of the estate, visible to those coming up south way and entering on the south west side of the stadium concourse
- 12x tiers available to dress the 8 storey car park
- The cost of these is not included in the rate card and is available on request



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Digital Six Sheets: DGT6

Spanish Steps
(subject to advertising license)

LDO Activation Assets

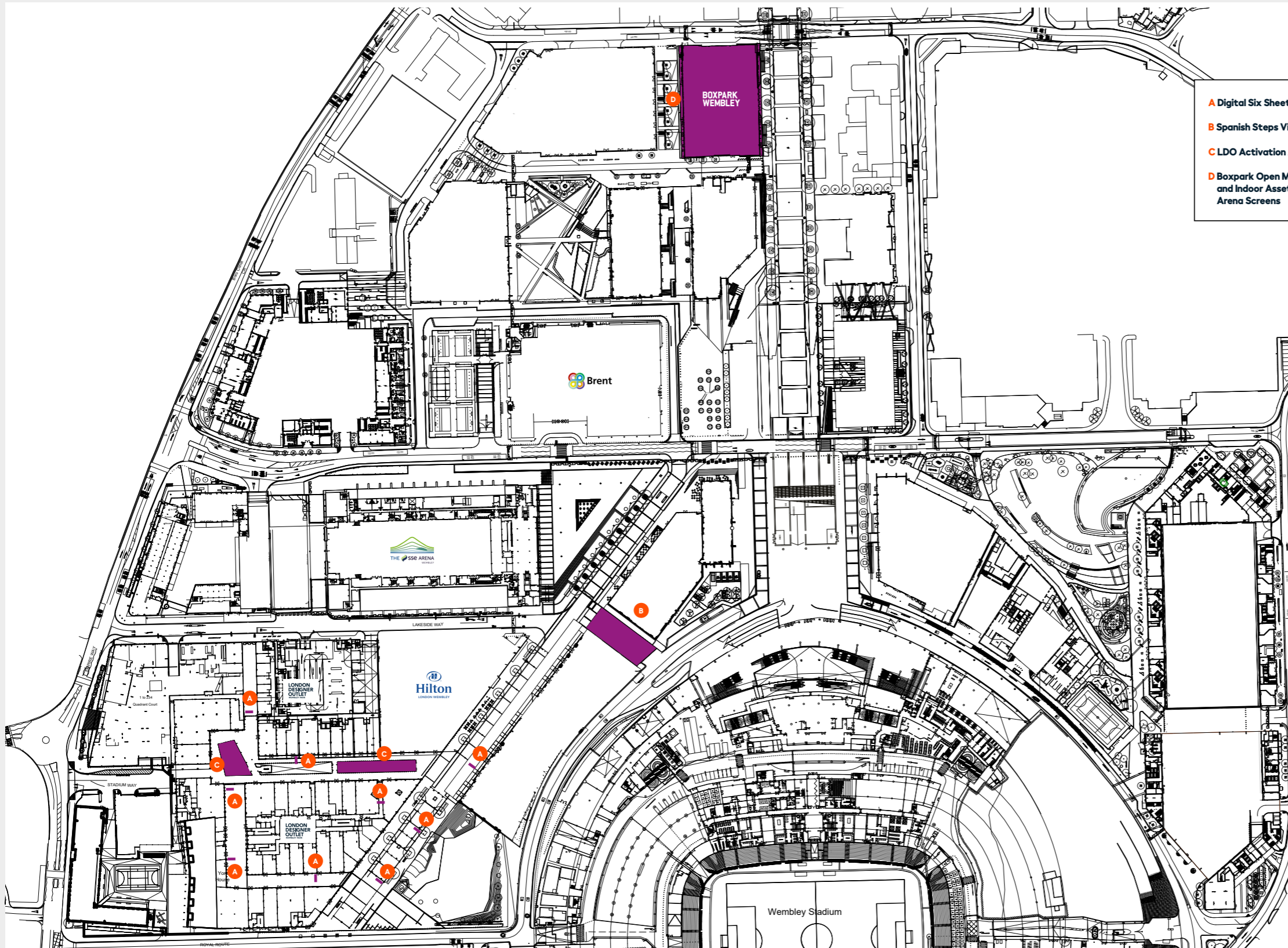
Boxpark Open Media
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- A** Digital Six Sheets DGT6
- B** Spanish Steps Vinyl
- C** LDO Activation Assets
- D** Boxpark Open Media and Indoor Assets Arena Screens

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Assets

Digital 6 Sheets: DGT6

- Through Wembley Park Boulevard and the London Designer Outlet there are 9x digital double sided 6 sheets
- Fully digital, video content is programmable
- Locations run down the Boulevard, digitalising a brand corridor
- Sites also positioned through the LDO where footfall can exceed 30,000 a day with visitors spending in high street retailers
- Visible on key walkways through to the fan zones, stadium entrances, LDO and from restaurants and stores

Information

Quantity

18 panels

Event day footfall

50,000

Previous occupiers

ESPN, Emirates, THFC, Nike, MTV

Testimonial

“The 6 sheets allow us to have our shopping campaigns in a digital format to target audiences at ground level in a traditional format of media unlike other large format assets on the estate.”

Gail Rees, LDO



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Formats:

1. Create a single video file, displaying same content each time on a loop
2. Create multiple video files which are scheduled to play:
 - Every time the loop changes
 - By day part, so specific messages for the morning, day, afternoon and evening
 - By day of the week and even by location

Assets

Digital 6 Sheets: DGT6

Specification

- Progressive video
- 10 seconds in length
- Resolution of 1080x1920
- 9:16 aspect ratio
- 25 frames per second
- No larger than 2GB
- Once completed, LCD files must be rotated 90 degrees anti clockwise as shown right
- File formats: QuickTime (.MOV) (Animation, Uncompressed or H.264 codec)
- Each advertiser has a 10 second spot within a 60 second loop
- The screens are intended to run full motion video and animation
- LCDs are a purely visual medium with no sound
- A two second hold on the end frame is recommend



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Experiential Media

Spanish Steps Vinyl

- Situated along Wembley Park Boulevard, this is a popular access point to the stadium
- Visible from key dwell areas such as the SSE Arena Wembley, Brent Civic Centre, Wembley Park Boulevard
- Frequently used as an 'Instagram spot' for local campaigns and initiatives
- The rate card is available on request and dependent upon duration and campaign
- The availability of the steps is subject to existing campaign programming
- Situated between apartment blocks with food and beverage operators on the ground floor either side
- Event day footfall is circa 15,000
- Footfall per day (non event day) is up to 3,000

Information

Non event day footfall
3,000

Event day footfall
15,000



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London Designer Outlet

Introduction

- London Designer Outlet (LDO) is London's original and easiest to reach outlet centre
- Situated along Wembley Park Boulevard, the events pad is sandwiched in between the LDO and the stadium
- There are 80 high street retail tenants, cafés and restaurants including Adidas and Nike
- Footfall through the centre is up to 30,000 people a day
- Assets inside the LDO which are available include media sites and activation plots
- The digital 6 sheets (M10) are also inside the LDO

Information

Daily footfall
30,000



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London Designer Outlet Retail Square Plot

- Retail Square is the largest activation plot available, a busy thoroughfare next to elevators and escalators
- An open air space with visibility from the ground floor and top two floors by restaurants and retail stores
- The space is available is 8x8m in a flexible but irregular shape
- There are 2x 240v standard sockets and 1x 16 amp supply
- There is room for a 3mx3m stage if required
- Subject to availability, empty units could be hired for back of house purposes



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London Designer Outlet Mid Mall Plot

- Mid Mall Plot is directly by the main entrance to the outlet off Wembley Park Boulevard which receives the highest footfall
- Located outside the Nike outlet and at the base of the escalators to the first floor
- Dimensions are 4mx4m, this can be longer up to 6mx4m but not wider across the mall
- There are currently 2x 8 amp supplies in the middle of this site which lift out of the ground



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Experiential Media

Boxpark Wembley

- Boxpark Wembley is a multi functional food, drink and entertainment venue, the largest indoor venue available on Olympic Way
- Up to 20,000 sq ft available across two floors for hire including a stage area and three private rooms for activations or hospitality
- Event space is available as a dry hire to create a fanzone or hospitality experience. Currently acts regularly as a fanzone for the FA and RFL
- Content can be delivered to a 2,000 person capacity
- There are 4x 96 sheet poster sites available internally to purchase as media inventory
- Full motion curved external digital screen on Olympic Way to purchase as media inventory
- Three large existing bars plus capacity for mobile bars. A beer pouring carve out from the existing agreement is available for the seven stadium days
- In house there are 20+ curated street food inspired vendors covering cuisines spanning the world to cater for you and your guests
- Arena quality sound system, lighting, stage and a 5mx3m screen are available to use for the content operator
- Name placing is available within the rights of the event owner or brand
- Open and trading 7 days a week, ticket holders or invitation only on stadium days

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Full motion curved external screen



4x indoor 96 sheets posters



Activation Plots and Fan Areas

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Activation plots on
Olympic Way: AC 1-10

Samovar Space: SAM1

Arena Square: ASQ1

Market Square: MSQ1

Events Pad: EP1

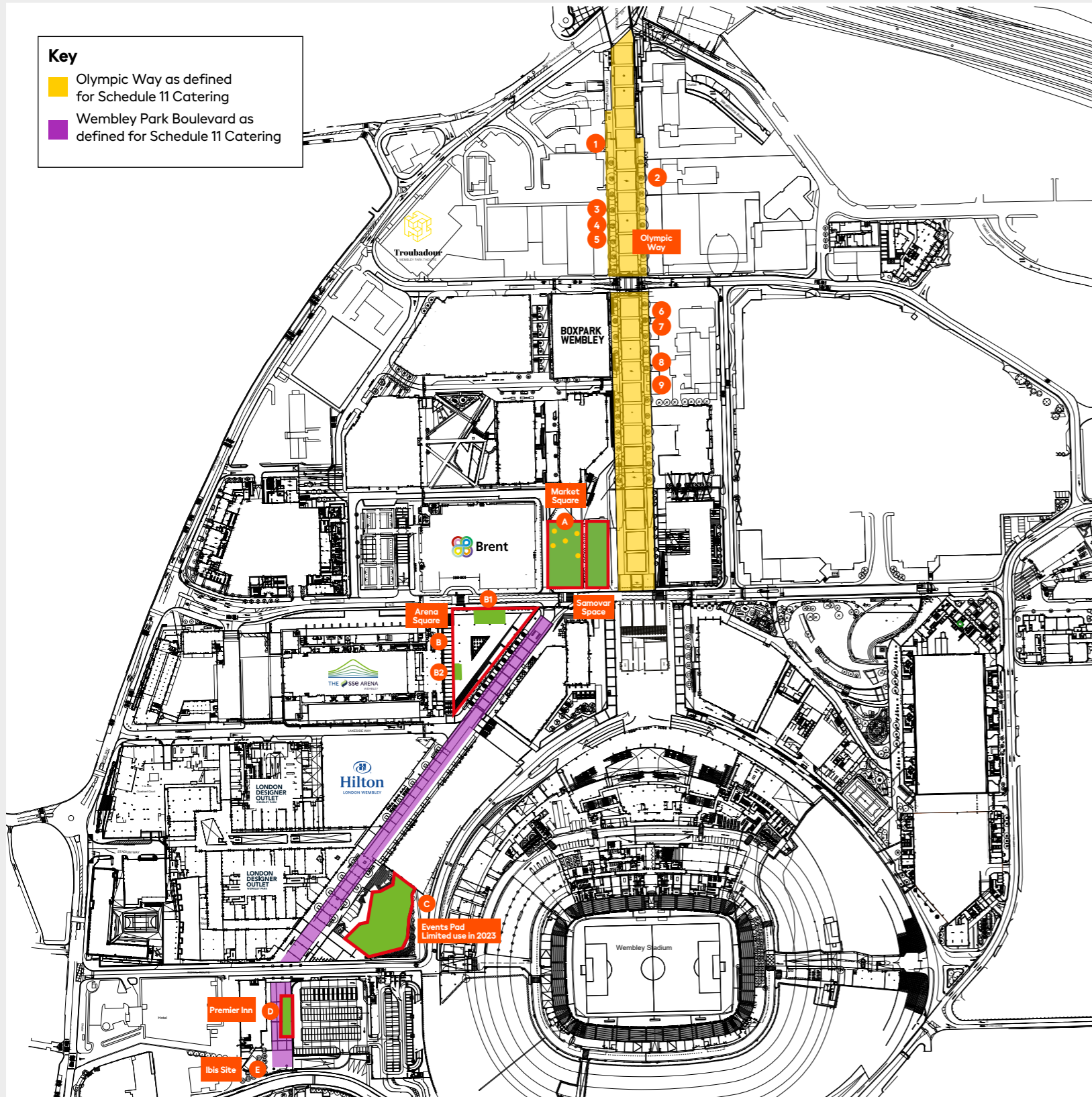
Premier Inn Plot: PIP1

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- Key**
- Olympic Way as defined for Schedule 11 Catering
 - Wembley Park Boulevard as defined for Schedule 11 Catering



Activation Plots 2022 to 2023

A Market Square

2,250 sq m, 32/1 & 63/3 power (power location denoted by ●)

Types of use

- merchandise.
- commercial activations.
- catering.

Limits of use

Noise sensitive area due to proximity to Landsby residential buildings.

General working times (to include build/live/de-rig) 0800hrs to 2000hrs unless otherwise approved.

Vehicle access

Market Square – layby on Exhibition Way.

B Arena Square

B. 1,170 sq m 16/1, 32/1 & 63/3 power (overall)

B1. 400 sq m 63/3 power

B2. 10x 5.5m no power

Arena Square full event space available subject to SSE Arena, Wembley calendar.

Types of use

- merchandise.
- commercial activations.
- catering.

Limits of use

Zero weightloading capacity on top of central, triangular fountain area.

Noise sensitive area due to proximity to Alameda and Montana residential buildings.

Vehicle access

Via Lakeside Way barrier arm.

Large vehicles can access by removal of HVM off Engineers Way using suitable plant.

C Events Pad, D Premier Inn & E Ibis Site

C. 1,700 sq m, 63/3 power (Events Pad)

D. 5 x 45m, no power (Land outside Premier Inn)

E. 4 x 10m, no power (Land off South Way)

Types of use

- All plots can be used for:
- merchandise.
 - catering.
 - commercial activation.

Limits of use

Noise sensitive area due to proximity to Premier Inn. Events with the potential to have noise can be accommodated on Events Pad and Royal Route Triangle.

General working times (to include build/live/de-rig) 0800hrs to 2000hrs unless otherwise approved.

Vehicle access

Access to Events Pad via Lakeside Way barrier arm or to land outside Premier Inn via Matador Bollards on South Way.

Olympic Way North AC 1-9

(from most northern plot to most southern plot)

1. 10 x 6m, 16/1 & 32/1 power

2. 8.5 x 5m, 16/1, 32/1 & 63/3 power

3. 10 x 6m, 16/1, 32/1 & 63/3 power

4. 10 x 6m, 16/1 & 32/1 power

5. 10 x 6m, 16/1 & 32/1 power

Types of use

- 1-5 merchandise.
- 1-5 commercial activation.
- 1-4 catering.

Limits of use

Noise sensitive area due to proximity to Novotel.

General working times (to include build/live/de-rig) 0800hrs to 2000hrs unless otherwise approved.

Plots 5 cannot be used for catering due to proximity to Boxpark.

Vehicle access

Available via Matador bollards off Fulton Road.

Olympic Way South AC 1-9

(from most northern plot to most southern plot)

6. 10 x 6m, 16/1, 32/1 power

7. 10 x 6m, 16/1, 32/1 power

8. 10 x 6m, 16/1, 32/1 power

9. Activation platform, 16/1, 32/1 & 63/3 power

Types of use

- merchandise.
- commercial activations.

Limits of use

No catering due to proximity to Boxpark.

Noise sensitive area due to proximity to Landsby, Unite Students and Barratts Building.

General working times (to include build/live/de-rig) 0800hrs to 2000hrs unless otherwise approved.

Vehicle access

Olympic Way – via Matador bollards off Fulton Road.

The height of the activation plots on Olympic Way are restricted by the overhang of the trees.

Samovar Space

19m x 20m, 16/1 power

Types of use

- merchandise.
- commercial activations.
- catering.

Limits of use

Use subject to WNSL approval on stadium event days.

General working times (to include build/live/de-rig) 0800hrs to 2000hrs unless otherwise approved.

Vehicle access

Olympic Way - via matadors off Engineers Way.

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Activation plots on Olympic Way: AC 1-9

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Arena Square: ASQ1

Market Square: MSQ1

Events Pad: EP1

Premier Inn Plot: PIP1

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Olympic Way Activation Plots: AC 1-9

- The iconic walkway known across the world
- Main pedestrian flow to events at the Stadium and Arena for 75% of visitors using the site
- Previous activations include ASOS, Color Run and Vauxhall
- Ten different activation hot spots are available along Olympic Way. Showcase yourself to high footfall of up to 70,000 people
- Plot sizes vary from 18 sq m – 150 sq m



Information

Quantity

9 plots

Event day footfall

70,000

Previous occupiers

Irn-Bru, ASOS,
Color Run, Vauxhall

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[Activation plots on
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Samovar Space: SAM1

Arena Square: ASQ1

Market Square: MSQ1

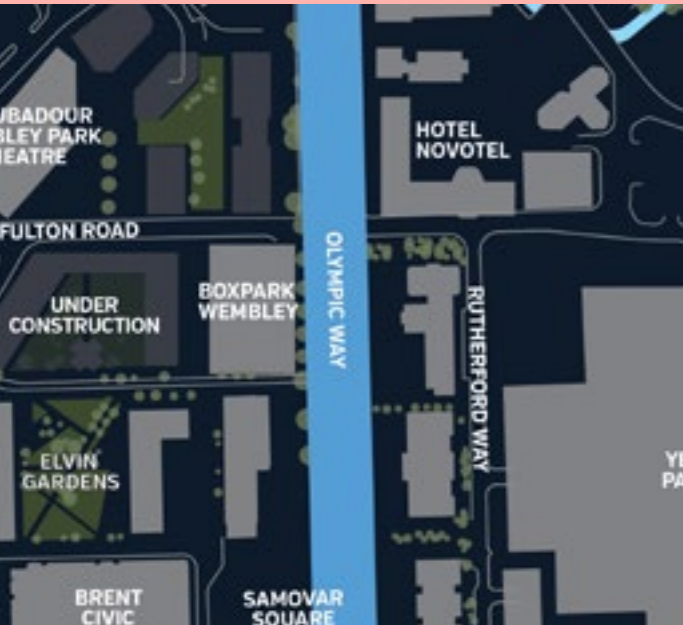
Events Pad: EP1

Premier Inn Plot: PIP1

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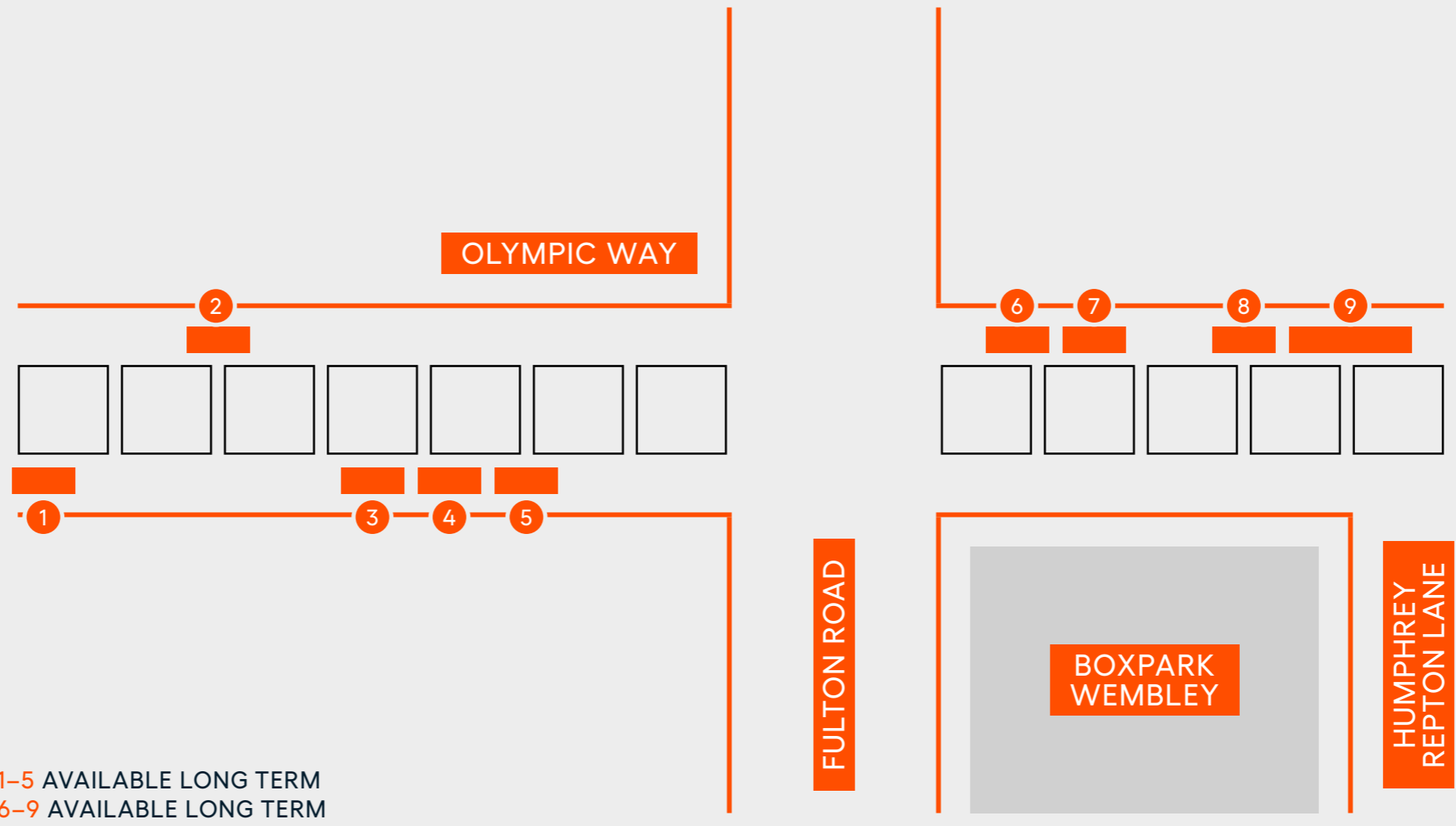


Olympic Way Activation Plots: AC 1-9

Specification (m)

Each plot is 4x4m

- 9 plots in total



1-5 AVAILABLE LONG TERM
6-9 AVAILABLE LONG TERM

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Market Square: MSQ1

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Premier Inn Plot: PIP1

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Activation Plots

Samovar Space (South): SAM

- The painted area of Samovar space offers a new activation plot for brands to use within the estate
- Overlooks the Olympic Way, Engineers Way and the Stadium
- Within the HVM protected Olympic Way pedestrianized zone
- Fenced area is not available for hire or access on stadium event days

Information

Event day footfall
70,000+

Types of Use
Merchandise
Commercial activation
Catering

Limits of Use
Use subject to WNSL approval on stadium event days.

Noise sensitive area due to proximity to Marathon House.

General working times (to include build/live/de-rig)
0800hrs to 2000hrs unless otherwise approved.



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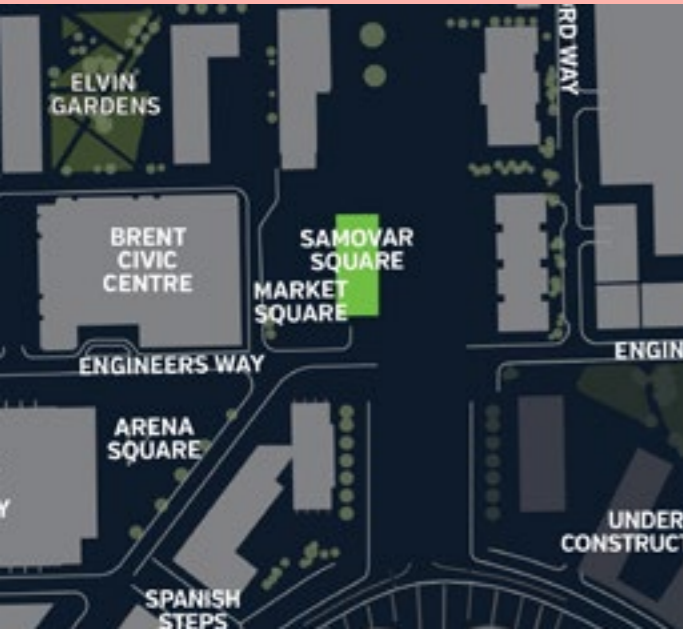
Events Pad: EP1

Premier Inn Plot: PIP1

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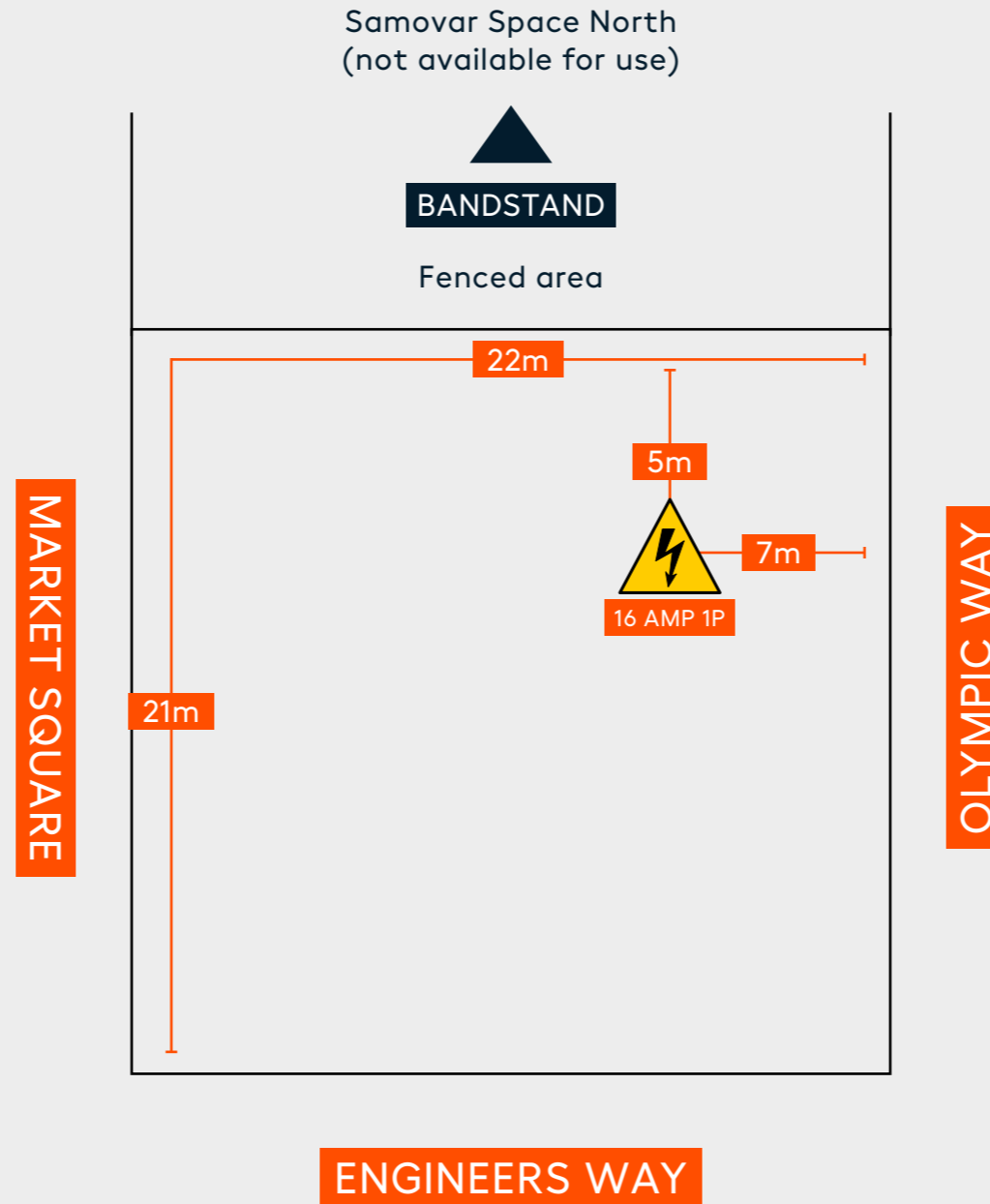
Contact





Activation Plots

Samovar Space (South): SAM



Specification

Dimensions

22m x 21m

Utilities

Power available (16 Amp /1).
No water or drainage access.

Vehicle Access

Olympic Way - via matadors
off Engineers Way.

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Activation Plots

Arena Square: ASQ1

- Arena Square is a popular dwell area outside the SSE Arena, with Wembley in view of the Stadium
- Benefits from footfall from the Stadium & Arena as well as the Car Parks and LDO
- One of the designated fan zones for England and club teams and brands to activate
- Premises capacity up to 2,500 people
- Dimensions : 77.6m x 68m x 90m creating a triangle
- Previous events include NFL, Tailgate, X Factor partnership activations and Bollywood Screenings



Information

Event day footfall
70,000+

Previous occupiers
NFL, X Factor

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Samovar Space: SAM1

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Market Square: MSQ1

Events Pad: EP1

Premier Inn Plot: PIP1

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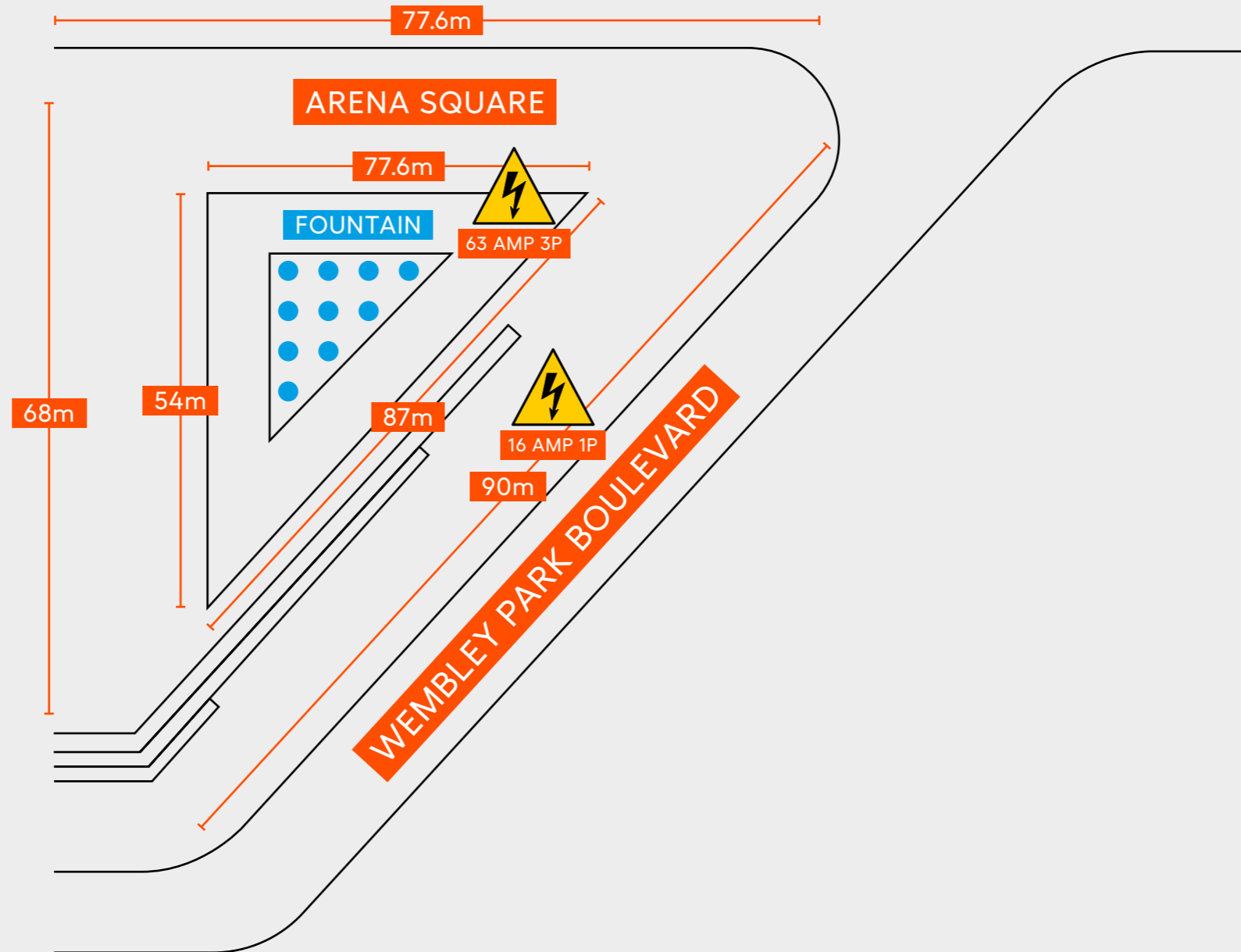
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Activation Plots

Arena Square: ASQ1



Specification

Triangle identified in the middle of the map is a fountain which has sensitive weight loading limit.

Power plots

1. 63 amp 3 phase floor chamber. Commando socket.
2. 16 amp single phase commando socket inside pillbox seating.

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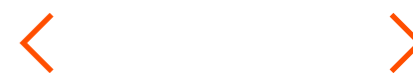
Market Square: MSQ1

Events Pad: EP1

Premier Inn Plot: PIP1

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Information

Event day footfall
50,000+

Previous occupiers
Vodafone, Capital One, NFL

Activation Plots

Market Square: MSQ1

- A busy thoroughfare situated immediately outside the Brent Civic Centre
- Used by 70% of people accessing the Arena or wider site
- Previous activations include a weekly farmers market, Vodafone, Capital One, NFL
- One of the designated fan zones for England and club teams and brands to activate
- Area can be sold as one for a takeover or multiple smaller activation plots
- Power available
- Capacity for up to 1,000 people
- Measurements: 1,525 sq m



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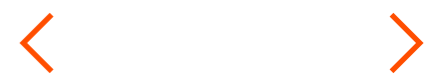
Market Square: MSQ1

Events Pad: EP1

Premier Inn Plot: PIP1

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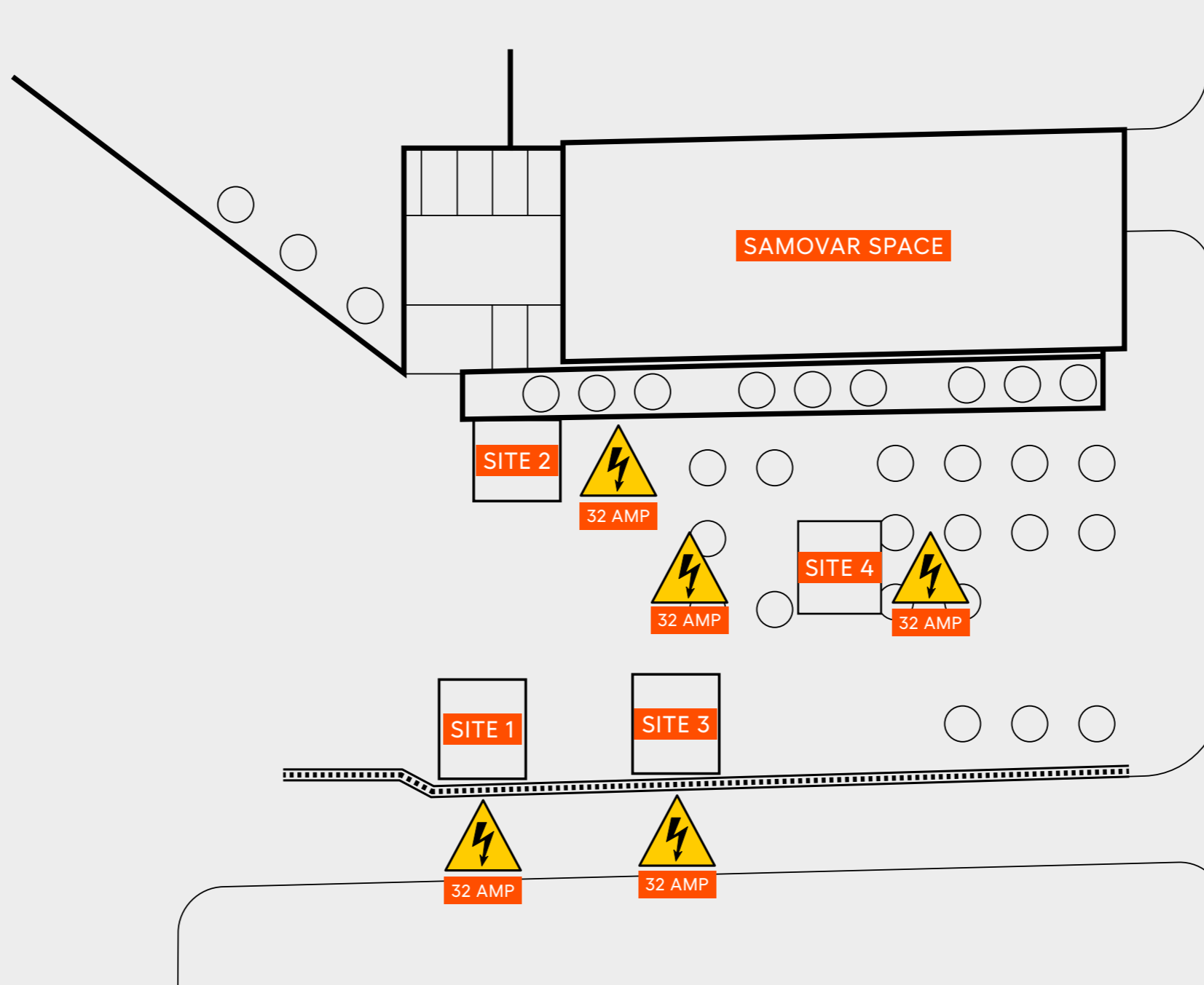
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Activation Plots

Market Square: MSQ1



Specification

Each plot measures 4x4m.

Power supply 32 Amp.

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Activation Plots

Events Pad: EP1 (Availability in 2023 subject to monthly review)

- Purpose built event space built opposite to the LDO and in view of Wembley Stadium
- One of the designated fan zones for England and club teams and brands to activate
- Previous events include Tottenham Hotspur Fan Zones, Ice Rinks, Tour de France and Wimbledon screenings
- The unique gravel stone area is compatible for multi usage, be that multiple plots or a large site
- Power sources available
- Capacity up to 1,750 people
- Area is 1,895 sq m



Information

Event day footfall
40,000

Previous occupiers
Tottenham Hotspur,
Tour de France, Wimbledon

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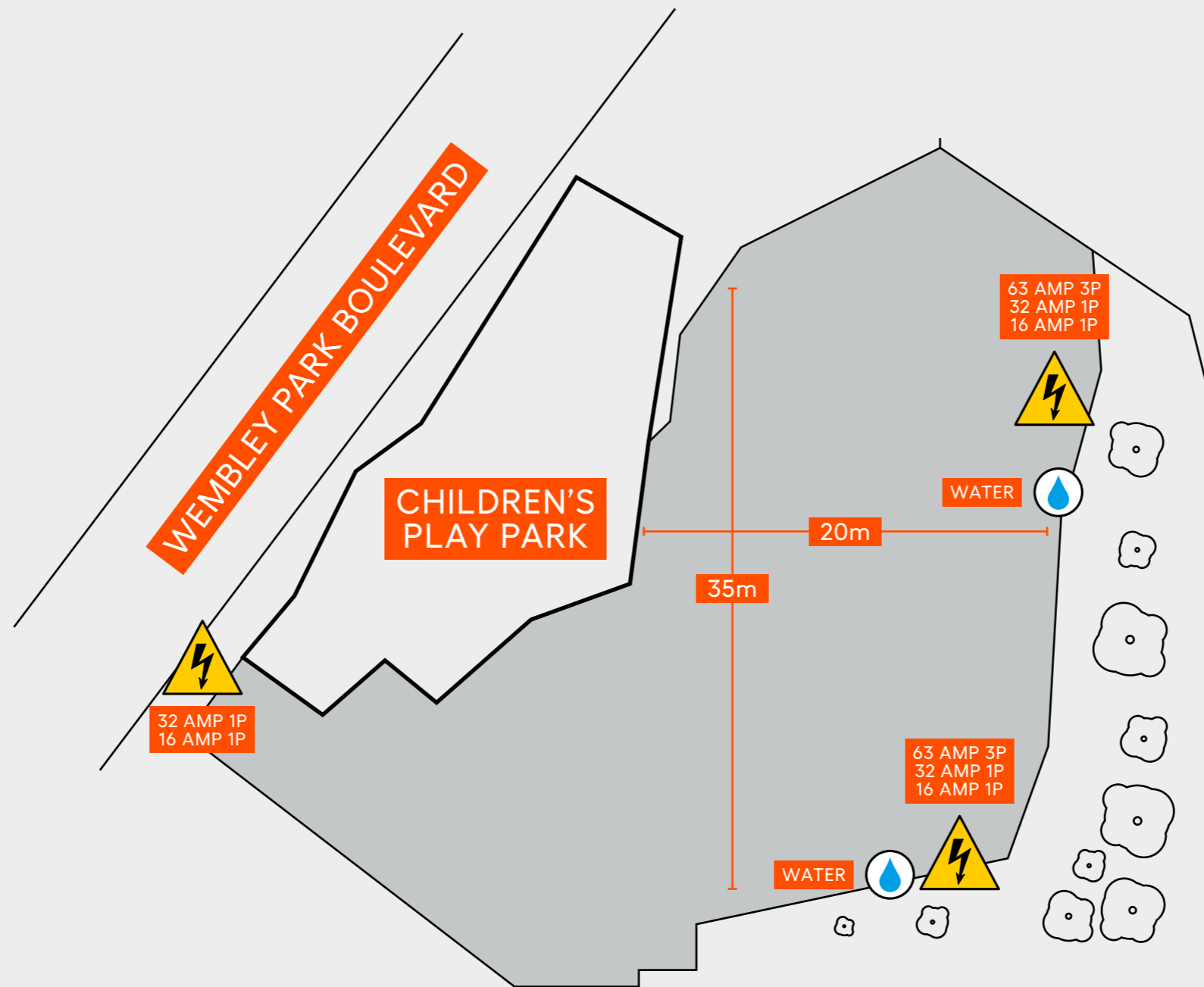
Contact





Activation Plots

Events Pad: EP1



Specification

The Event Pad is scheduled for redevelopment and is currently only available until July 2021.

Any proposed use of the Event Pad beyond this date will only be considered on an individual basis.

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Activation Plots

Premier Inn Plot: PIP1

- New space is available outside of Premier Inn Wembley Stadium, adjacent to South Way
- Opposite the Red Car Park
- Positioned at the most southern point of Wembley Park Boulevard, the space is visible to event goers walking to the southern entrance of the stadium or to the Boulevard from both Wembley Central tube and Wembley Stadium station
- Previous activations in this location have been food traders
- Area can facilitate a 4x4m plot
- Site plan to be delivered upon request
- No power is available in this location



Information

4x4m plot

Previous use

Merchandise delivered by Fanatics and Catering units

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Asset Technical Specification & Rate Card



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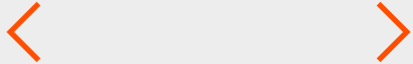


Asset Technical Specification & Rate Card

Wembley Park Assets						
Reference Code	Description	Location	Measurements	Quantity	Material	Installation Equipment
OWLP34	Olympic Way Lamppost Banners	Running length of Olympic Way from the Digital Bridge to the Wembley Splay	Banner Size: 1,794w x 6,976h Artwork Size: 1,694w x 6,876h	34	Double sided, blackout PVC printed banners.	Work to be completed between 2200hrs and 0800hrs. 1 x mobile / van mounted MEWP. Min team of 3. Safety barriers. Existing fixings to be utilised, no retro fitting or alterations.
OWLPNOR	Olympic Way Lamppost Banners	Running length of Olympic Way from the Digital Bridge to the Wembley Splay	Banner Size: 1,794w x 6,976h Artwork Size: 1,694w x 6,876h	16	Double sided, blackout PVC printed banners.	
OWLPSOUTH	Olympic Way Lamppost Banners	Running length of Olympic Way from the Digital Bridge to the Wembley Splay	Banner Size: 1,794w x 6,976h Artwork Size: 1,694w x 6,876h	18	Double sided, blackout PVC printed banners.	
OWB1	Olympic Way Billboard	Western side of Olympic Way in Northern section	Front LHS: 1,450w x 3,250h Front: 9,520w x 3,250h Front RHS: 1,450w x 3,250h Rear: 9,520w x 3,250h	1	Artwork set up at 10% of the finished size. Minimum of 300dpi (at 10% scale). Bleed of 0.5mm on each edge. Margins of 5.5mm from the finished edges. Artwork must be supplied in CMYK, with a colour profile of 'Coated FOGRA39 (ISO 12647-2:2004)'. Safety barriers.	Work to be completed between 2200hrs and 0800hrs. Min team of 3. Safety barriers. Existing fixings to be utilised, no retro fitting or alterations.

KEY POINTS TO NOTE
 Rates that are provided by Wembley Park are based on the use of a Wembley Park preferred media production supplier. Use of other suppliers is permitted but this may result in different production pricing. Wembley Park will not be held accountable for any difference between pricing.
 All size measurements for printed production are in millimetres.
 All size measurements for digital production are in pixels (except the Underpass (DB2)).

H&S / RAMS
 Submit for approval the following:
 H&S methodology that follows Wembley Park guidance.



Asset Technical Specification & Rate Card

Dry Hire Option (excl. Production and Installation)		Full Service Option (incl. Production and Installation)		Non Event Day - Dry Hire		Non Event Day - Full Service Hire	
Reference Code	Event Day rate	Event Day rate	Event Day rate	Applicable rate is Media asset only. All production and installation costs are additional to this charge		Costs include Production and Installation	
OWLP34	£14,999	£40,913	£40,913	£13,499		£36,821	
OWLPNOR	£7,049	£19,244	£19,244	£2,326		£14,521	
OWLPSOUTH	£7,949	£21,668	£21,668	£2,623		£16,342	
OWB1	£5,460	£7,371	£7,371	£1,802		£3,713	

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Asset Technical Specification & Rate Card

Wembley Park Assets						
Reference Code	Description	Location	Measurements	Quantity	Material	Installation Equipment
DB1	Digital Bridge	Northern end of Olympic Way close to the Wembley Park Tube Station	Stadium side: (Outbound) 2,736 x 384 pixels Station side: (Inbound – looking towards Wembley Stadium): 3,888 x 384 pixels Both sides are 72 dpi. Files: jpeg or .peg or mp4.		Files: jpeg or .peg or mp4.	Digital artwork submission only required. Digital upload to be managed by WPL.
DB2	Underpass	Northern end of Olympic Way close to the Wembley Park Tube Station	West Wall is 55 sq m (210 x 19 Canvas) East Wall is 52.5 sq m (230 x 27 Canvas)		Files: jpeg or .peg or mp4.	Digital artwork submission only required. Digital upload to be managed by WPL.
CCBEAST	Civic Centre Banner	1 banner currently available on the eastern face of the civic centre overlooking Market Square	Banner Size: 9,450w x 30,250h Artwork Size: 9,250w x 30,050h	1	Printed on Mesh PVC, 2 vertical pieces welded together. 50mm webbing welded to the back around the perimeter of the whole banner. Eyelets every 300mm and a welded in rope to the outer edge, or twin leg 10mm keder with eyelets through the tails. 300mm PVC reinforced corners each with a 80mm D ring for a ratchet strap.	Work to be completed between 2200hrs and 0600hrs. Abseiling team of 4. Work permit required. Closure of shop entrance and pedestrian pavement below / behind the structure. Re-fix 'bird netting'. Structure protective covers. Safety barriers. Existing fixings to be utilised, no retro fitting or alterations.
WPLP24	Wembley Park Boulevard Lamppost Banners x24	Positioned either side of the running length of the Boulevard between Engineers Road and the Royal Route	Banner Size: 950w x 3,010h Artwork Size: 940w x 3,000h *10mm bleed	24 x Double sided banners	Printed on Blackout PVC. 20mm pocket top and bottom with 10mm keder bead sewn in. Ends of welds reinforced with eyelets. Keep any text 50mm clear from top and bottom to avoid the folded pockets.	Work to be completed between 10pm to 8am. 1 x mobile / van mounted MEWP. Min team of 3. Safety barriers. Existing fixings to be utilised, no retro fitting or alterations.

KEY POINTS TO NOTE

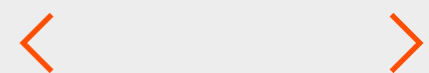
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Asset Technical Specification & Rate Card

Dry Hire Option (excl. Production and Installation)		Full Service Option (incl. Production and Installation)		Non Event Day- Dry Hire	Non Event Day - Full Service Hire
Reference Code	Event Day rate	Event Day rate	Event Day rate	Applicable rate is Media asset only. All production and installation costs are additional to this charge	Costs include Production and Installation
DB1	£22,179	£22,179	£22,179	£7,319	£7,319
DB2	£22,179	£22,179	£22,179	£7,319	£7,319
CCBEAST	£12,088	£16,635	£16,635	£3,989	£8,536
WPLP24	£8,650	£11,644	£11,644	£2,854	£5,849

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Asset Technical Specification & Rate Card

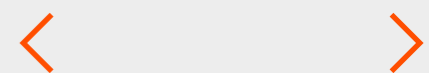
Wembley Park Assets						
Reference Code	Description	Location	Measurements	Quantity	Material	Installation Equipment
RCPBW	Red Parking Banner – West	Red Parking is located on the western side of the stadium	Artwork Size: 13,600w x 22,200h		Printed on Mesh PVC, 3 vertical pieces welded together (each panel is 4,533mm W). (Don't run critical images or text across the weld joins) 50mm webbing welded to the back around the perimeter of the whole banner. Eyelets every 500mm.	Work to be completed between 0800hrs and 1700hrs. Abseiling team of 4. Safety barriers. Existing fixings to be utilised, no retro fitting or alterations.
RCPBS	Red Parking Banner – South	Red Parking is located on the western side of the stadium	Artwork Size: 5,350w x 15,893h		Printed on Mesh PVC, 2 vertical pieces (2,675mm W each) welded together. (Don't run critical images or text across the weld joins). 50mm webbing welded to the back around the perimeter of the whole banner. Eyelets every 500mm.	Work to be completed between 0800hrs and 1700hrs. Abseiling team of 4. Safety barriers. Existing fixings to be utilised, no retro fitting or alterations.
PCP1	Pink Parking Banner	Located on the north eastern facing façade of the Pink Parking that overlooks South Way Road	Artwork Size: 7,300w x 6,000h		Artwork set up at 10% of the finished size. Minimum of 300dpi (at 10% scale). Bleed of 0.5mm on each edge. Margins of 5.5mm from the finished edges. Artwork must be supplied in CMYK, with a colour profile of 'Coated FOGRA39 (ISO 12647-2:2004)'. Files: QuickTime (.MOV) (Animation, Uncompressed or H.264 codec)	Work to be completed between 2200hrs and 0800hrs. 1 x mobile / van mounted MEWP. Min team of 3. Safety barriers. Existing fixings to be utilised, no retro fitting or alterations.
DGT6	Digital 6 Sheets	Wembley Park Boulevard & the London Designer Outlet	<ul style="list-style-type: none"> Progressive video 10 seconds in length Resolution of 1080x1920 9:16 aspect ratio 25 frames per second No larger than 2GB 	18	Files: QuickTime (.MOV) (Animation, Uncompressed or H.264 codec)	Digital artwork submission only required. Digital upload to be managed by WPL.
STATS	Static Trotters*	These can be positioned around the estate subject to H&S and Crowd Management approval	Front: Visual Area: 3,350w x 2,300h Bleed Area: 3,440w x 2,390h Back: Visual Area: 3,350w x 2,300h Bleed Area: 3,440w x 2,390h	3 x double sided	Provide artwork without any trim marks. All fonts turned to outline. Files as CMYK. File Resolution 300dpi @ 1/2 Size	Installation to be done by Trotters UK, up to 4 hours per Trotter sign.

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Asset Technical Specification & Rate Card

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Reference Code	Event Day rate	Event Day rate	Event Day rate	Applicable rate is Media asset only. All production and installation costs are additional to this charge		Costs include Production and Installation	
RCPBW	£12,753	£16,635	£16,635	£4,209		£8,090	
RCPBS	£11,090	£13,862	£13,862	£3,660		£6,432	
PCP1	£11,090	£13,862	£13,862	£3,660		£6,432	
DGT6	£5,545	£5,545	£5,545	£1,830		£1,830	
STATS	£825	£1,109	£1,109	£459		£777	

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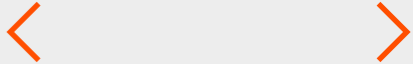
Asset Technical Specification & Rate Card

Space Asset	Event Day Price		Non Event Day Rate	
	Day Rate		Day Rate	
RATES EXC VAT	PER PLOT	TAKEOVER	PER PLOT	TAKEOVER
Olympic Way (9 x plots available)	£5,545	£33,269	£1,830	£10,979
Samovar Space (South)	£5,545	£25,000	£1,830	£8,250
Market Square	£3,881	£16,635	£1,281	£5,489
Premier Inn plot	£3,327	N.A.	£1,098	N.A.
Arena Square	£3,881	£16,635	£1,281	£5,489
Events Pad	£3,881	£13,308	£1,281	£4,392

NOTE
 For a multi event day interspersed with non event days whether the clients infrastructure stays insitu. An additional 50% per plot fee per day if not activating on a non event day.

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Contact

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