

Velodrome Trackside Advertising

NATIONAL CYCLING CENTRE
HOME OF BRITISH CYCLING



Track advertising boards are in sections of 2500mm x 600mm x 8mm Correx. There is 300 metres of space on the fence, offering 30 x 9.6 metre adverts.

The adverts will remain in place for 340 days per year. The boards will only be removed when there is an event requiring a 'clean venue', e.g. UCI Events, the Revolution Series and some non cycling track centre activities. You do have the option of making a separate agreement with the promoters of these events, should you wish your boards to remain in place.

Your brand will appear in TV coverage of some track centre events, news and documentary items, sponsor promos, and on terrestrial TV programmes, especially in the lead up to London 2012. Brands such as Sky and Fiat are already in place.

Cost per annum, (340 days per year 1 x 9.6m x .6m advert) £2000.00. This equates to £350.00 per sq metre, if other sites are considered in the Velodrome or BMX Centre,

Production costs: from preferred NCC supplier - 3m x 0.6m board £50.00 and a 2.44m x 0.6m is £45.00

Addition of a matt laminate to stop glare and enhance the quality, and to fit Velcro deliver and install, the costs are £85.00 for the 3m length and £80.00 for the 2.44m board.

You can supply your own boards, but they must meet our specification, and your supplier must fit them initially to our specification using Velcro hook & loop tape.

Your artwork should be supplied in a pdf, eps or ai file. If you would like our supplier to do your artwork please send them your logos and wording requirements. The charge for this would be £25 per hour.

We are also able to offer advertising space in the new BMX Centre.