



Digital Advertising rate card | Glasgow City Council





Digital Advertising

rate card | **Glasgow City Council**

Insider
Staff Magazine

Connect
Intranet

My Portal
Staff Payment Portal

Large display screens
Screen Advertisement

Full page advert

Our digital magazine Insider has a readership of 20,000.

All artwork should be provided RGB for digital distribution. Images should be minimum of 96px all fonts should be set to outline. Artwork can be provided in jpeg, gif, PDF, or EPS.

We cannot accept Word, PDF, EPS, AI or IND files.

portrait
190mm (w) x 277mm (h)
(no bleed)



Glasgow - UK Council of the Year 2015

4 NEWS

Thought about cycling²work?

SAVE
+ -
X

Enjoy tax and National Insurance savings on cycles and accessories.

Select from the UK's top bike brands via Halfords online or in-store or an independent retailer.

Register at: glasgow.widerwallet.com
using access code: **S196242G**
Info@workplacebikes.com
Phone: 0800 612 7110

Workplace Bikes

The advertisement features a woman with blonde hair wearing sunglasses on her head, riding a bicycle. The background is a blurred outdoor setting. The Workplace Bikes logo is located in the bottom right corner, and the Glasgow Council logo is in the bottom right corner of the advertisement area.

1/2 page advert

Our digital magazine Insider has a readership of 20,000.

All artwork should be provided RGB for digital distribution. Images should be minimum of 96px all fonts should be set to outline. Artwork can be provided in jpeg or gif

We cannot accept Word, PDF, EPS, AI or IND files.

landscape
190mm (w) x 152mm (h)
(no bleed)



Glasgow - UK Council of the Year 2015

4 NEWS



“Encouraging Scotland’s young people to make safer choices”

gosafescotland.com hosts a suite of interactive lessons designed for use on SMART boards within schools. There are lesson plans, teachers’ notes and additional resources to accompany the activities, which all support Curriculum for Excellence. Safety topics include fire, water, home, outdoor, digital, road, rail, personal, and my community.

www.gosafescotland.com

Developed in partnership with:



CAMPAIGN OF THE YEAR

The People Make Glasgow Fairer campaign has been awarded the Campaign of the Year (Excellence) award by The Chartered Institute Housing (CIH). The announcement was made at the CIH Award Dinner on Friday 11 November.

The award is aimed at housing associations, local authorities, tenants groups and committees who have delivered a marketing campaign or initiative with the aim of achieving and improving wellbeing for tenants and customers, or benefiting the wider communities in which the organisation operates. The trophy was presented in November to Annemarie Kile, Wheatley Poverty Co-ordinator and Sandra Collins, Poverty Support Officer, Financial Services. Gerry Quinn, PLP Manager said: “The PLP partners are delighted that the work of the Wheatley Group and importantly the members of the Community Activist Panel has resulted in this achievement. Tackling negative attitudes against our most vulnerable citizens and removing the stigma of being in poverty is one of the most important pieces of work the PLP has been engaged in. We must build on the success of this award to continue to spread the message that being in poverty is not a chosen lifestyle.”

The other two finalists were: ‘3 Pays to Switch’ (North Lanarkshire Council); and ‘DGHP’s Rent First’ (Dumfries and Galloway Housing Partnership).

PEOPLE MAKE GLASGOW FAIRER

CHRISTMAS SHOPPING - MUSEUMS STYLE

In October Glasgow Museums opened a store at the St Enoch Centre, located close to Debenham.

If you’re looking for that special gift, the shop offers a wide range of exclusive gifts including framed prints, sculptures, clothing, jewellery, books and homeware. And every purchase made will help support the city’s nine world class museums.

Staff discount - 25%
Council staff can enjoy 25% off purchases in all Glasgow Museums shops; the discount also applies to gift shops at The Glasgow Royal Concert Hall and at The Lighthouse.

Simply show your staff ID badge or receipt payable at the till. (Please note: discount does not apply to gift vouchers, stamps, and concert or exhibition tickets).

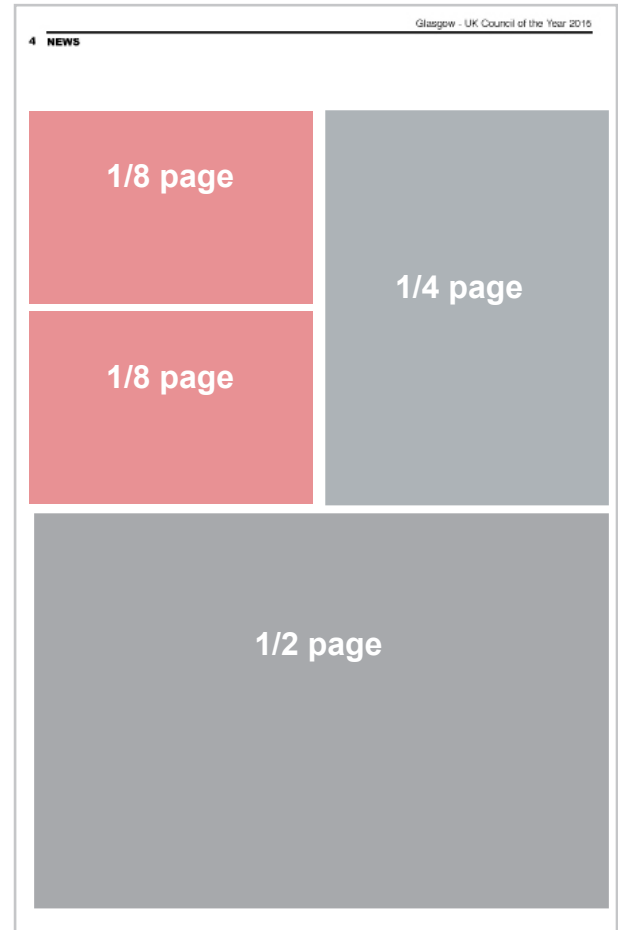
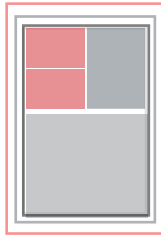
Multi page advert

Our digital magazine Insider has a readership of 20,000.

All artwork should be provided RGB for digital distribution. Images should be minimum of 96px all fonts should be set to outline. Artwork can be provided in jpeg or gif

We cannot accept Word, PDF, EPS, AI or IND files.

- 1/8 62mm (h) x 93mm (w)**
- 1/4 126mm(h) x 93mm (w)**
- 1/2 62mm (h) x 190mm (w)**

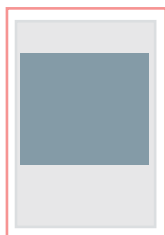


Connect banner 1

Our Intranet Connect is accessed by 16,000 staff each day with 50,000 page views.

This package includes a full colour banner on our intranet, which will form part of a 4 banner slide on the home page.

270px (h) x 616px(w)



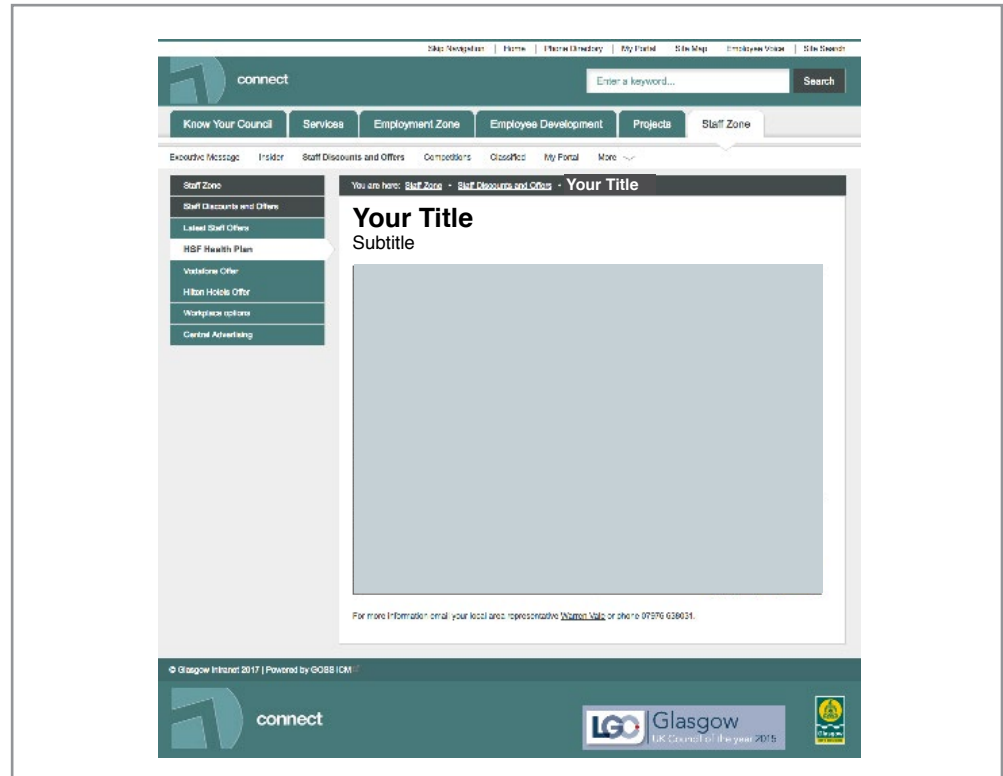
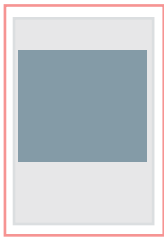
The screenshot shows the Glasgow City Council Intranet Connect homepage. At the top, there is a navigation bar with links for Skip Navigation, Home, Phone Directory, My Portal, Site Map, Employee Voice, and Site Search. Below this is a search bar and a main navigation menu with tabs for Know Your Council, Services, Employment Zone, Employee Development, Projects, and Staff Zone. A secondary navigation bar includes links for About Us, Website Glasgow, Our Information, Corporate Management Team, Elected Members, Information Management Strategy, and More. The main content area features a large banner titled "Let's Learn Together" with the text "our glasgow" and "a new development programme for the Glasgow Family". Below the banner is a call to action: "sign up now for workshops". To the right of the banner is a "News" section with several articles, including "Equality and Diversity - August Events", "Have Your Say on Glasgow's Draft Community Plan", and "Help us shape Glasgow City Centre". Below the news section is a "Most Popular" section with links to "Transforming Glasgow", "Budget 2017-18", "August 2017 - Executive Message", "Redeployment Guidance and Information", "News", "Employee Voice", "Customer Comments, Compliments and Complaints", "Classified", and "Staff Discounts and Offers". To the right of the "Most Popular" section is a "Twitter Feed" showing tweets from Glasgow City Council. At the bottom of the page, there is a footer with the Glasgow City Council logo, the text "Glasgow JK Council of the year 2015", and a small logo for Glasgow City Council.

Connect full page

Our Intranet Connect is accessed by 16,000 staff each day with 50,000 page views.

This package includes a full page advert on our Connect intranet site.

700px (h) x 900px (w)



All artwork should be provided RGB for digital distribution. Images should be minimum of 96ppi
All fonts should be set to outline. Artwork can be provided in jpeg or gif.

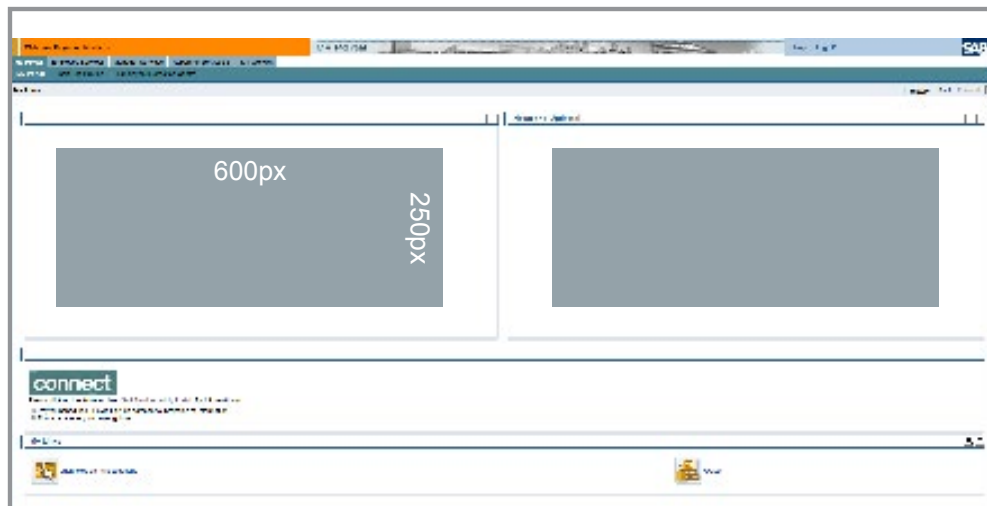
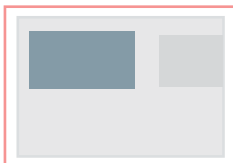
We cannot accept Word, PDF, EPS, AI or IND files.

My portal advert

Our staff area My Portal, is accessed by 17,000 Glasgow City Council staff and those from the wider Glasgow family.

Each advert will be displayed as a static image for 30 seconds minimum and will form part of a continuous looping presentation.

Artwork dimension 250px (h) x 600px (w)



All artwork should be provided RGB for digital distribution. Images should be minimum of 96pi. All fonts should be set to outline. Artwork can be provided in jpeg or gif.

We cannot accept word, PDF, EPS, AI or IND files.

Large display screens

Display your advert on our television screens strategically placed around staff areas in our High Street and Glasgow City Chambers and High Street locations.

The package includes a maximum of three slides that will form part of a continuous looping presentation.

Animation

1920px (w) x 1080px (h)

mp4



Connect and Insider Magazine

Package 1

Insider magazine
Full page 190mm x 227mm
Connect Banner Clickable
270px x 616px
£1250 + VAT per month
Minimum 1 month/
Maximum 12 months

Package 2

Insider magazine
½ page 190mm x 152mm
Connect page (Advert and text)
700px x 900px
£750 + VAT per month
Minimum 1 months/
Maximum 12 months

Package 3

Insider magazine
¼ page 126mm x 93mm
Connect page (Advert and text)
700px x 900px
£450 + VAT 3 months
£900 + VAT 12 months
Minimum 3 months/
Maximum 12 months

Package 4

Insider magazine
⅓ page 62mm x 93mm
Connect page (Advert and text)
700px x 900px
£300 + VAT 3 months
£750 + VAT 12 months
Minimum 3 months/
Maximum 12 months

Design Service

From just £50+VAT per hour, our in-house graphic design team offer creative and innovative solutions for your advertising needs. For more information, please complete our online form.

Connect, Insider Magazine and My Portal

Package 5

Insider magazine
Full page 190mm x 227mm
Connect Banner Clickable
270px x 616px
My Portal
250px x 600px
£1750 + VAT per month
Minimum 1 month/
Maximum 12 months

Package 6

Insider magazine
½ page 126mm x 93mm
Connect page (Advert and text)
700px x 900px
My Portal
250px x 600px
£1000 + VAT 3 months
Minimum 3 months/
Maximum 12 months

Package 7

Insider magazine
¼ page 126mm x 93mm
Connect page (Advert and text)
700px x 900px
My Portal
250px x 600px
£550 + VAT 3 months
£1050 + VAT 12 months
Minimum 3 months/
Maximum 12 months

Package 8

Insider magazine
⅓ page 62mm x 93mm
Connect page (Advert and text)
700px x 900px
My Portal
250px x 600px
£450 + VAT 3 months
£900 + Vat 12 months
Minimum 3 months/
Maximum 12 months

Large display screens in Council offices

Add our staff televisions to any package for the introductory offer of £150 for 2 weeks.

Television space can be purchased separately.

For more information, contact us on advertise@glasgow.gov.uk

Design Service

From just £50+VAT per hour, our in-house graphic design team offer creative and innovative solutions for your advertising needs. For more information, please complete our online form.

please contact advertise@glasgow.gov.uk for a quote.



www.glasgow.gov.uk/advertise