

Promotional Screen Advertising in Swindon Libraries

Guidance Notes

Guidance Notes:

1. Applications are processed on “first come, first served” basis and we cannot guarantee advertising space. We reserve the right to reject applications that we consider irrelevant, out of date, or otherwise not in compliance with Council policies and values.
2. You may apply for a maximum of three slides to be displayed for each news topic/event. However, there is no limit on the number of news topics/events that a department or organisation can apply to advertise.
3. We will contact you as soon as your application has been processed to confirm whether the application has been accepted. If it has been accepted, an invoice will be posted to you.
4. The applications must be sent at least **2 weeks before the start date** of the advert.

What do you get?

- a. The adverts are shown in a loop at least 10 times an hour every day.
- b. You may apply for multiple adverts but you may have only **3 slides per advert**.
- c. The slides can be shown in 4 locations on multiple screens:
 - Central Library 6 screens
 - Highworth Library 3 screens
 - North Swindon Library 2 screens
 - Park Library 2 screens
 - West Swindon Library 4 screens

How Much Does it Cost?

	Community	Commercial
1 site	£5.00 per week	£10.00 per week
Multiple site	£15.00 per week	£30.00 per week

For longer periods of advertising please email: libraries@swindon.gov.uk for more information.

Each slide is shown at least 10 times an hour on all of our screens during the opening hours of the libraries where advertising is taking place. Opening hours Vary:

	Central		Highworth	North Swindon	Park Library	West Swindon
	Express Zone (1 Screen)	Core Hours (6 Screens)				
Monday	8:30-9:30 19:00-22:00	9:30-19:00	9:00-13:00	Closed	9:30-13:00 14:00-19:00	Closed
Tuesday	8:30-9:30 19:00-22:00	9:30-19:00	9:00-20:00	10:00-18:00	9:30-13:00 14:00-17:00	9:30-20:00
Wednesday	8:30-9:30 19:00-22:00	9:30-19:00	9:00-13:00	12:00-20:00	Closed	9:30-13:00
Thursday	8:30-9:30 19:00-22:00	9:30-19:00	9:00-20:00	10:00-18:00	9:30-13:00 14:00-19:00	9:30-20:00
Friday	8:30-9:30 19:00-22:00	9:30-19:00	9:00-17:00	12:00-20:00	9:30-13:00 14:00-17:00	9:30-20:00
Saturday	8:30-9:30 16:00-19:00	9:30-16:00	9:00-13:00	10:00-16:00	9:30-13:00	9:30-16:00
Sunday	Closed	11:00-15:00	Closed	12:00-16:00	Closed	Closed

How to Apply

Fill in section on the application form that is applicable to you:

**Either: Option 1 – Create Your Own Slides; or
Option 2 – Your text input over a background image**

1. Create your own slides - Max of 3 slides per advert

You can create slides using any image editor of your choice (e.g. Photoshop, Paint Shop Pro or Image Composer).

- a. Each slide can be no more than **672** pixels wide by **504** pixels high.
- b. The slide **must** be in the **JPEG** image format.
- c. The slide filename must include your contact name, and the date of your application. e.g.: *company1_YourName_010106.jpg*.
- d. The slides should then be emailed to the contact at the bottom of this page.

2. Input text onto background (either over image you send OR onto one of our templates – Max of 3 slides per advert).

Swindon Borough Council templates are available;

- a. Text Only Slides - **No more than 10 words are allowed per slide.**
- b. Text and Images slides – This slide can contain up to 10 words that will be overlaid onto a background JPEG image sent to us.

3. Copyright.

All content including images should be copyright free or owned by the organisation applying to advertise.

NB: Each event / advert must be on a separate application form.

Completed application forms must be sent to:

Email: libraries@swindon.gov.uk