

Get your message across with

Payslip adverts media pack

Advertising on Luton Borough Council payslips is an ideal opportunity to reach our workforce of approximately 10,000 potential customers.

Employees read their payslips carefully every month, which means they could be reading your message too....

Jason Claridge, Motorbodies, Luton:

“Since we have taken up payslip advertising with yourselves I have seen a big increase in LBC employees through our doors, which has resulted in extra sales. I believe this is one of the best forms of communication, which has been easy to organise and use.”



Distribution:

Your advertisement will be printed on the inside of approximately 10,000 payslips every month.

Cost Effective

At only 6p per payslip x 10,000 = £600 + VAT per month.

For further information contact:

Sponsorship and Advertising Team
Luton Borough Council, Town Hall, Luton, LU1 2BQ

Tel: 01582 54 73 25

Email: marketing@luton.gov.uk

Payslip adverts

Advertise directly to one of Luton's largest work forces.

Target both full and part-time employees – who you know have an income to spend.

The timing of your message could not be better – payday – the day employees do have money in their account, and in a position to make a decision on how to spend it.

You can also increase the effectiveness of your campaign by offering an LBC special offer to further entice our employees.

Don't forget to include a booking reference so you can monitor the effectiveness of your campaign.

Publication dates and deadlines 2014

Month	Delivered to employees	Deadline for artwork
January 2014	27 January 2014	8 January 2014
February 2014	27 February 2014	7 February 2014
March 2014	27 March 2014	7 March 2014
April 2014	25 April 2014	7 April 2014
May 2014	27 May 2014	8 May 2014
June 2014	27 June 2014	9 June 2014
July 2014	25 July 2014	8 July 2014
August 2014	27 August 2014	8 August 2014
September 2014	26 September 2014	8 September 2014
October 2014	27 October 2014	8 October 2014
November 2014	27 November 2014	7 November 2014
December 2014	19 December 2014 (TBC)	5 December 2014

Payslip adverts

Advertising booking form

To ensure that your booking is secured, please complete the following form and return it by post to the address at the bottom of the page, email to marketing@luton.gov.uk

Please accept my booking for a mono advertisement to be printed on Luton Borough Council's payslips during the month of:

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> January 2014 | <input type="checkbox"/> February 2014 | <input type="checkbox"/> March 2014 |
| <input type="checkbox"/> April 2014 | <input type="checkbox"/> May 2014 | <input type="checkbox"/> June 2014 |
| <input type="checkbox"/> July 2014 | <input type="checkbox"/> August 2014 | <input type="checkbox"/> September 2014 |
| <input type="checkbox"/> October 2014 | <input type="checkbox"/> November 2014 | <input type="checkbox"/> December 2014 |

Cost effective: at only 6p per payslip x 10,000

£600 + VAT per month

£

Please complete the following details:

Organisation

Contact name

Position

Address

Town

Postcode

Telephone

Fax

Email address

Signed

Date

Advertisements on CD: Adverts should be saved as 560 W x 300 H pixels (roughly 148mm x 79mm) and in the Portable Network Graphic (PNG) format. Please note: advertisements are printed in black. Artwork should be marked for the attention of: Sponsorship & Advertising Team and sent to the address below.

Advertisements sent via email: Artwork under 2MB can be sent via email to marketing@luton.gov.uk - the same guidelines apply as when sending copy on disk.

Conditions: All advertisements are subject to the approval of LBC. In the absence of any contrary instructions, advertisers artwork will be disposed of after a period of 3 months from the dates on which they appeared. ***(Cancellations must be received prior to the deadline date for the respective month. Cancellations received after this date will be liable for full payment)***

Please return to: Sponsorship and Advertising Team, Communications Division, Luton Borough Council, Town Hall, Luton, LU1 2BQ.