

we the curious

Big Screen Advertising Guide

Photo credit: James Devine



Why advertise on our NEW outdoor Big Screen in Millennium Square, Bristol?

- 5 million people pass through Millennium Square every year, which is 98 thousand people a week!
- It's the only permanent outdoor digital screen in Bristol to have sound
- Talk to a mixed audience from; families, residents, local professionals, tourists and the night-time economy
- Unique opportunities to link in with Big Screen and Millennium Square events
- The screen runs from 7am-11pm, 7 days a week, 365 days a year

Photo credits: Alexis Hobson, James Devine, Danielle Patrick



Images taken at past Big Screen events prior to the new upgrade.

Our Big Screen has been upgraded!

Supported by Toshiba, in partnership with NEC Display Solutions and powered by 100% renewable energy, we have upgraded our screen to a newer HD model with better pixel resolution and sound quality. (See [press release](#) for more info).

Location

The Big Screen is sited on the side of the visitor attraction and educational charity, We The Curious and faces onto Bristol's well loved Millennium Square.

Millennium Square, is a main through-fare into the city centre with many cafes, restaurants and tourist attractions and car parks situated nearby.

Events

Millennium Square, also plays host to many landmark Bristol events, such as the Great Run 10K and Half Marathon, Bristol Harbourside Festival and the Festival of Nature. A new partnership has recently been struck with Pure Co, bringing exciting & unique pop-up experiences and events to Millennium Square throughout the year, increasing footfall figures.

Help to fund a free community resource

Income generated from advertising goes directly back into the Big Screen, as it's a free community resource for the public to enjoy, whether that's showcasing local videos by community groups or screening free family films, operas or Wimbledon.

Quotes

'We loved seeing our 'Age Proud Bristol' advert on the big screen, and had lots of positive feedback from people who spotted it!'

Vibeke Joy, Bristol Ageing Better

'Our Witness the Wild events at the Bristol Big Screen were a roaring success! We not only attracted people who knew about the event, but also numerous passers-by who stopped and watched our films, helping us to spread stories about wildlife and conservation to new and diverse audiences.'

Hannah Mulvany, Wildscreen, Bristol

Contact

Alexis Hobson, Big Screen Producer
alexis.hobson@wethecurious.org, 0117 9157104
www.wethecurious.org/bigscreen

Advertising Information and Rates

Packages

All packages are for a 30sec still image or video, plus VAT.

Standard advertising package

- Approx. 20 plays a day = £175/week

Premium advertising package

- 32 plays a day (2x an hour) = £200/week

Platinum advertising package

- 64 plays a day (x4 an hour) = £350/ week

Film sponsorship package

- Ad 6x slots pre-film
 - Ad 1x slots post-film
 - Named as official event sponsor
 - 1 week of the standard advertising package
- = £400

Exclusive Use

- Hourly exclusive use = £50 per hour (up to a maximum of two hours)
- Daily exclusive use = £750
- Request to mute the screen = £25 per hour

Millennium Square

Link in with professional experiential marketing activity on Millennium Square to deliver high impact campaigns.

For rates and information on hiring Millennium Square please click [here](#) or contact venue.hire@wethecurious.org

Contact

Please give Alexis a call on 0117 9157104 or email alexis.hobson@wethecurious.org and she'll be happy to discuss your requirements and work out a suitable package.

www.wethecurious.org/bigscreen

Delivery and Spec

Please send materials to alexis.hobson@wethecurious.org via www.wetransfer.com

Videos should be sent as one of the following sizes:

- 1920(w) x 1080(h) pixels
- 1280(w) x 720(h) pixels
- 1024(w) x 576(h) pixels

In one of the following, accepted formats:

- mp4 (encode H.264)
- mpg
- mov

Images should be sent as:

- Jpegs
- 720 x 576 or 920 x 1080
- At least 72dpi.
- Font: use a clear font such as Arial (please don't use light/ thin fonts)
- Font Size: 20pts or bigger to make sure any text is clearly legible on the screen (the less text the better in terms of readability)

Contact

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