



# Hovertravel 2021 Advertising Rate Card





# Advertising at Hovertravel

Reach over 600K affluent customers per year with our unique advertising packages. Hovertravel has released a limited number of exclusive advertising opportunities for selected advertisers looking to target captive audiences travelling through our terminals and onboard our craft.

## Onboard Hovercraft Digital Screens

Advertising on the world's only hovercraft is unique, impactful and memorable. Seated within our craft for just under 10 minutes our advertising screens are quite exclusive and available to unique carefully selected advertisers.

'Still' advertising images displaying for 15 seconds and repeated on each journey at least twice, and playing on up to 70 services per day the OTS is high and is a great opportunity to target your audience.

10 Second Spot | 1 Month | 1920X1090 PX | £700

## Terminal Digital Screens

Situated in our waiting rooms on a comfortable, rotating basis, still advertisements will appear at least twice to your target audience.

|              |         |              |      |
|--------------|---------|--------------|------|
| 1 X Creative | 2 Weeks | 1920X1090 PX | £450 |
| 1 X Creative | 1 Month | 1920X1090 PX | £750 |

## Display Advertising

Need to advertise a special event? our A1 and A2 posters and banner spaces can be booked for up to 1 month at a time.

Supply in printed size format and we will fit. Packages available for longer term.

|                      |         |             |      |
|----------------------|---------|-------------|------|
| A2 Indoor Poster     | 1 Month | 420 x 594mm | £450 |
| A1 Out/Indoor Poster | 1 Month | 594 x 841mm | £600 |
| Banner               | 1 Month | 8ft x 3ft   | £500 |





# Unique Advertising Opportunities

## Onboard Hovercraft Digital Screens

Price on request



### Antimacassars—Head rests

*Get beside the heads of our upmarket, affluent customer base.*



### Wrap a seat or row 'VIP Reserved by company name'

*Demonstrate your customer-focused values by branding a seat on our unique craft.*

## Window Mesh Banners

Price on request



### Terminal Windows - Exclusive Use

*Frame the Solent with your advertising for our high-speed ten-minute journey.*

## Large Pillar Wrap - Southsea

Price on request



### 1-8 x Pillar Wraps

*Get in front of our hovercraft and its passengers with our wrappable pillars.*

## Sampling Opportunities

Price on request



### Outside Terminal Entrance at Southsea or Ryde

*Reach a set of sophisticated travellers who value speed and customers service above all else.*

*Per day rates*



# Commercial Filming

## Standard

**£500**

Filming of hovercraft from pad - arrivals and departures

Up to 2 hours – combo of one or both terminals

## Enhanced

**£2000**

Standard Package

+ Filming onboard the hovercraft from passenger seating area

## Silver

**£5000**

Enhanced Package

+ Filming on Flight Deck while stationary

+ Up to full day filming from pad or from passenger seating area on board  
subject to conditions

## Gold

**£6800**

Silver Package

+ Private charter of the hovercraft for up to 1 hour

+ Alternative landing areas

*Longer terms of hire can be arranged on request and costed accordingly.*





# Get In Touch

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E-mail our friendly team to discuss your requirements and bespoke packages.

**[Commercial@hovertravel.com](mailto:Commercial@hovertravel.com)**

**Visit - [www.hovertravel.com/advertising](http://www.hovertravel.com/advertising)**

All advertising subject to terms and conditions. See website for more details

