

2023

Tram Advertising Media pack



Edinburgh's tram network is about to get bigger!

With the Trams to Newhaven project nearing completion, services are expected to launch in late Spring 2023. That will mean a continuous line from Edinburgh Airport, through the City centre, down Leith Walk and out to Ocean Terminal and Newhaven.

The route passes some of the busiest areas in the capital, including Haymarket, West End, Princes Street and St Andrew Square.

Edinburgh Trams offers advertising clients access to unrivalled exterior exposure, as well as interior sites viewed by over 15 million annual passengers once the full network is open.

Edinburgh Trams in numbers:



27 Trams in the current fleet



23 stops when the full network opens including 4 railway interchanges and Edinburgh Airport



18.69km of track Edinburgh Airport – City Centre – Newhaven



Over 15m annual passenger journeys are forecast when the extended network is open



Trams run from **every 7 minutes**
7 days a week from 5am - Midnight



External Advertising

An exterior tram advert is the biggest moving billboard in Edinburgh!

With our route passing through some of the busiest streets in the Capital, roadside exposure to external wraps can be more than a million 'eyes' a week.

A standard layout is branding of the high-level cove panels above the windows and 'super square' on two of the carriages, that really stand out as the tram glides along or is stationary at stops. Following a successful trial, full wraps across all carriages and the cab ends are now also available.



There are 27 trams in the current fleet all 7 carriages long. All trams operate along the full route between Edinburgh Airport, the City Centre, Leith Walk and Newhaven running from 5am to Midnight 7 days a week.

Some of the biggest brands have used tram wraps as part of their marketing campaign including BT, Spotify, American Express, EE, John Lewis CR Smith, Hard Rock Café and Breitling.

The cost of an exterior wrap is made up of two elements: Production and fitting is the price that we pay for the tram to be wrapped. The media rate is then the cost for your campaign to be live for its duration.

Rate Card for External Tram Advertising:

Option 1 - Full Tram Wrap Including cab ends on 1 tram	Production & fitting	Media	Option 2 - Full Tram Wrap Sides only (not including the ends)	Production & fitting	Media
1 month	£19,800	£14,000	1 month	£15,200	£11,000
2 months	£19,800	£25,000	2 months	£15,200	£20,000
3 months	£19,800	£35,000	3 months	£15,200	£28,000
6 months	£19,800	£63,000	6 months	£15,200	£50,000
1 year	£19,800	£89,000	1 year	£15,200	£78,000
Option 3 - Double T Bar both sides of 1 tram	Production & fitting	Media	Option 3 - Double T Bar 1 side of 1 tram	Production & fitting	Media
1 month	£6,790	£6,000	1 month	£4,180	£3,500
2 months	£6,790	£11,000	2 months	£4,180	£6,500
3 months	£6,790	£16,000	3 months	£4,180	£9,500
6 months	£7,950	£29,000	6 months	£4,980	£17,000
1 year	£8,800	£55,000	1 year	£6,500	£29,000

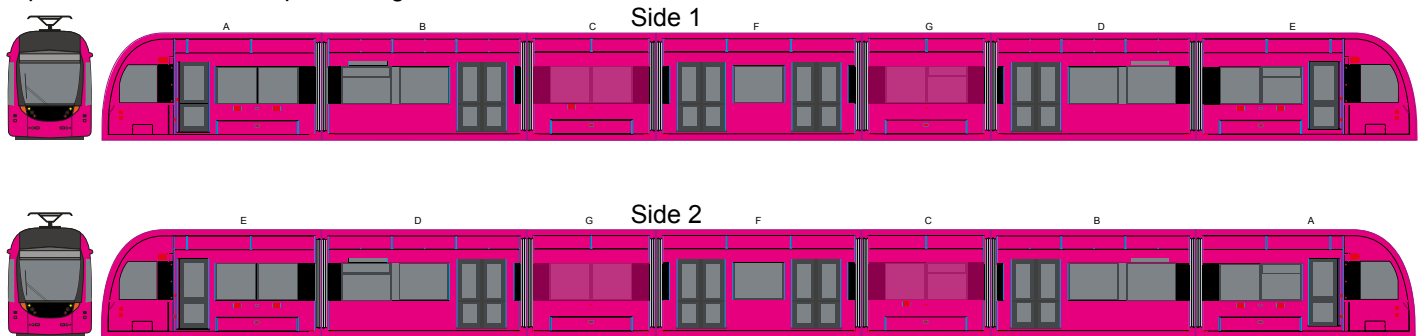
Further media rate discounts are available for multiple trams and long-term commitments. Agency commission is also available on the media rate. All rates shown are plus VAT.

Full interior 'takeovers' using all 24 of the onboard cove panels can also be added to exterior campaigns to give a brand exclusivity across the whole tram!

External Advertising

Here's a visual of the 3 Tram Wrap Options:

Option 1 - Full Tram Wrap including the ends



Option 2 - Full Tram Wrap - sides only

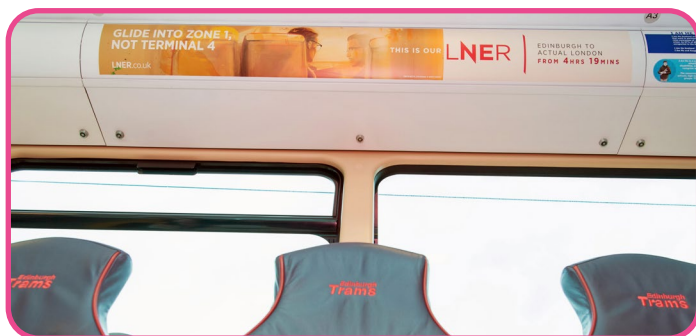
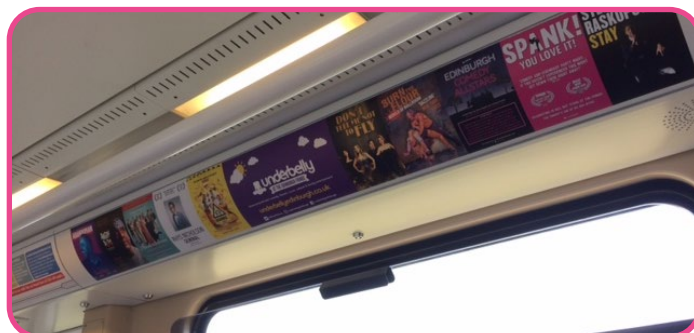


Option 3 - Double T-Bar Wrap



Internal Advertising

With around thousands of customers using the tram every day, there are plenty of 'eyes' attracted to internal messaging. We have 24 internal cove panels available to use located between the top of the windows and ceiling, just above seated passengers and at eyeline for those who are standing.



We sell these 'coves' in packs of either 20 (2 installed per tram on 10 trams) or 40 (4 per tram on 10 trams) spread out towards each end of the tram. Larger quantities are also available along with full 'tram takeovers' – exclusivity on all 24 sites within 1 or more trams.

Previous internal advertisers have included LNER, Harvey Nichols, STV, Beaverbrooks and John Lewis.

The cost of an interior campaign is made up of two elements: Production and fitting is the price that we pay for the coves to be printed and installed. The media rate is then the cost for your campaign to be live for its duration.

Rate Card:

Internal Tram Advertising Cove panels	Production & fitting	Media		
		4 weeks	8 weeks	12 weeks
20 x Small Coves (800mm x 180mm)	£320	£290	£520	£700
20 x Large Coves (from 1650mm x 180mm)	£550	£690	£1,240	£1,650
40 x Small Coves (800mm x 180mm)	£490	£550	£990	£1,300
40 x Large Coves (from 1650mm x 180mm)	£790	£1,300	£2,340	£3,000
Tram Takeover (x12 small & x12 large coves)	£475	£720	£1,290	£1,700

Further media rate discounts are available for more heavy-weight packages and longer campaigns. Agency commission is also available on the media rate. All rates shown are plus VAT.



For more information on tram advertising and to check availability please contact Jamie Swift:

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