



Advertise

Royal Naval Dockyard

MEDIA KIT





The Royal Naval Dockyard boasts Bermuda's most prime real estate island wide, offering advertisers numerous opportunities to capture the interest of both visitors and locals. With a variety of advertising options and locations scattered throughout the heart of Dockyard, you're guaranteed to make an impact on the many visitors the west end gets annually.

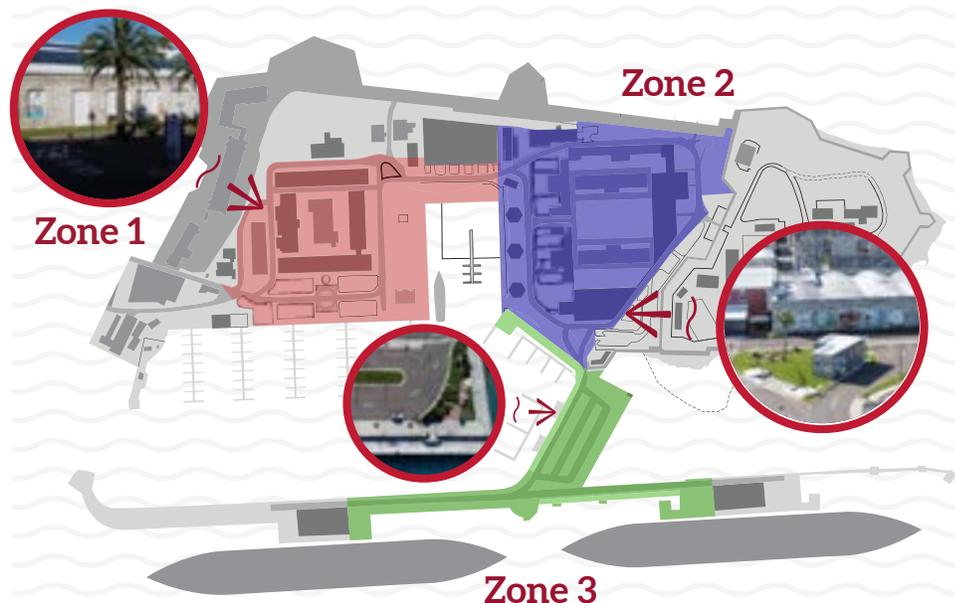
Advertising Zones

Zone 1 (RED): located near the entrance of Dockyard and the Clocktower Mall, your adverts will be the first thing visitors see and the last, guaranteeing a lasting impression.

Zone 2 (BLUE): Visitors in this zone will pass your ad via car, taxi, shuttle, train, moped, twizy and by foot multiple times throughout their visit as they navigate the many shops, experiences and restaurants in the area- maximizing their exposure to your business.

Zone 3 (GREEN): Spanning from both cruise ports to the ferry stop, ads in this zone are guaranteed to be seen by cruise ship visitors and ferry passengers.

Royal Naval Dockyard

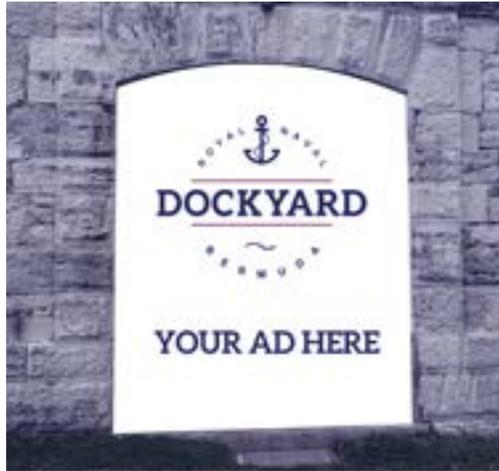




Rail Signs

90" w x 15" h

\$200.00
per month



Arch Signs

varies depending on location

\$350.00
per month



Lamp Post Signs

18" w x 8" h

\$150.00
per month

Rental Terms

Rental Terms are subject to change when necessary.

There are a selection of rail sign, arch sign and lamp post sign locations available for rent for up to two seasons, the start of each season being the 1st day of May in each year. If an application to advertise is approved, the advertiser will pay the rental cost of the selected ad(s) on a monthly basis for the duration of the rental period.

Once a rental agreement has been signed by WEDCO and the successful applicant, the advertiser may outsource the design, printing and installation of the advertisement. The applicant will be required to obtain WEDCO approval for every sign or advertisement they choose to install. The advertiser may choose to change or update their advert at any time, granted they receive permission from WEDCO first. Installation times must be approved by WEDCO before all adverts are installed. Advertisers are responsible for the upkeep of all advertisements and will weather proof ads against inclement weather. WEDCO will assume no responsibility for any theft, defacing and/or weather damage of any and all advertisements.

Rental Duration Options

- 12 months (One Year) - May to April
- 24 months (Two Years) - May to April of Year Two
- 36 months (Three Years) - May to April of Year Three

Discounts Available

- If a 12 month (One Year) rental license is signed for 5 advertisements or more, advertiser is entitled to a 5% discount per monthly fee.
- If a 24 month (Two Year) rental license is signed for 3 advertisements or more, advertiser is entitled to a 10% discount per monthly fee.
- If a 36 month (Three Year) rental license is signed for 3 advertisements or more, advertiser is entitled to a 15% discount per monthly fee.

Reasons for Application Rejection

- Applicant is not in good financial standing with WEDCO
- Applicant is a recent Commercial or Residential tenant of WEDCO that displayed poor customer service, unwillingness to follow rules or pay fees on time, etc.
- The advertisement of the applicant's business is in direct competition with one of WEDCO's current commercial tenants.

Application Process Timeline

Applications will be accepted throughout the season; however, applications received within the time-frame below will receive first consideration and those outside this time-frame will only be considered if an availability arises within the season.

Month	Stage
November	Publicized call for rental applications (social media, WEDCO website, mailing list)
February	Applications are reviewed and successful applicants are notified. Rental agreements are signed.
April	Advertisers create ads & WEDCO approves. Advertisers source the printing of each ad.
May	Adverts are installed by advertiser and rental agreement starts



Advertise in the Heart of Dockyard.

For enquiries, contact:

Marketing & Events Manager

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DOCKYARD, BERMUDA



WEST END DEVELOPMENT CORPORATION

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