



Pro.VISION

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Royal Preston Hospital



**Lancashire Teaching
Hospitals**
NHS Foundation Trust

INCREASE YOUR COMPANY
BRAND INTEGRITY

INCREASE ONLINE TRAFFIC

INCREASE CUSTOMER
ACQUISITION

550,000 ATTENDEES PER
ANNUM 14,000 NHS STAFF



MAXIMUM EXPOSURE FOR YOUR CAMPAIGN

- Open 24 hours a day, 365 days a year.
- Your TV commercial played 4 times per hour



Lancashire Teaching
Hospitals
NHS Foundation Trust

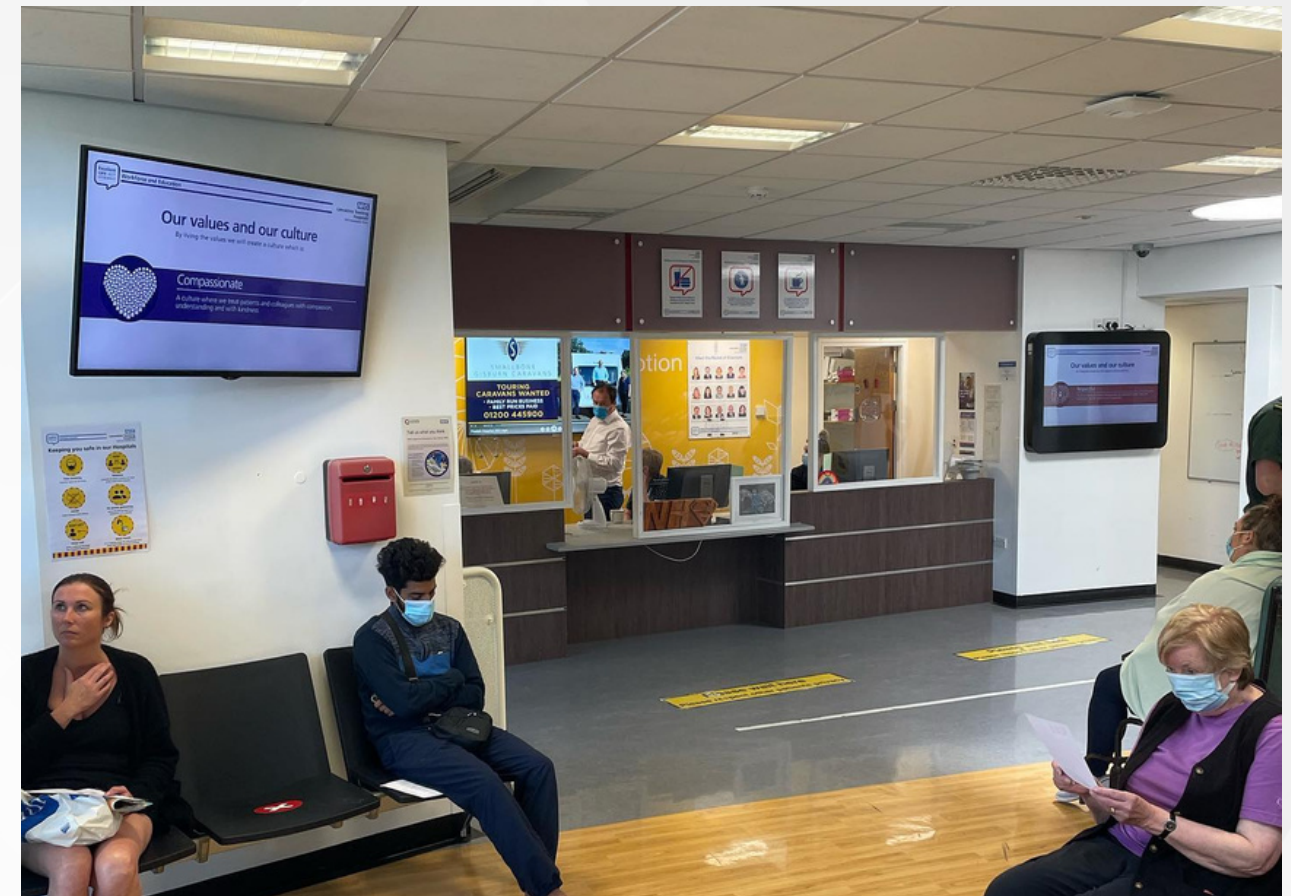


- Plays per month - 2,912
- Plays per year - 34,944
- Average monthly patient footfall - 42,000
- Annual footfall of over 500,000
- Average waiting time per visit - 6/8 hours

CAMPAIGN POSSIBILITIES

- Increased online traffic
- Brand awareness
- Customer acquisition
- Event promotion
- Sales promotion
- Reinforce your own brand integrity by visibly supporting the NHS

With 4 artwork changes per annum, all of the above is possible. Campaign success can be measured by a variety of methods, including QR codes, redemption vouchers and discount codes



LOCATION

Our 75 inch patient facing cinema style digital patient information screens are installed in the hospital's main waiting area

the combination of a sky news ticker tape and a real time updated waiting time display. Together with digital advertising, means that we have a captive audience with high dwell time and repeat engagement



Lancashire Teaching Hospitals
NHS Foundation Trust

RATE CARD

20 second package PER SITE

- Full artwork design + updates
- 4 full changes a year
- QR code design service
- You own the commercial

= £1000

+ ARTWORK + VAT
PER YEAR

30 second package PER SITE

- Full artwork design + updates
- 4 full changes a year
- QR code design service
- You own the commercial

= £1500

+ ARTWORK + VAT
PER YEAR

45 second package PER SITE

- Full artwork design + updates
- 4 full changes a year
- QR code design service
- You own the commercial

= £2500

+ ARTWORK + VAT
PER YEAR

60 second package PER SITE

- can be broken up into 2 x 30 second commercials if required
- Full artwork design + updates
- 4 full changes a year
- QR code design service
- You own the commercial

= £3000

+ ARTWORK + VAT
PER YEAR

**All packages include the use of the leaflet dispensers
(excludes the design and print)**

RATE CARD

60 second package PER SITE

- Full artwork design + updates
- 4 full changes a year
- QR code design service
- You own the commercial

= £3000

+ ARTWORK + VAT
PER YEAR

90 second package PER SITE

- Full artwork design + updates
- 4 full changes a year
- QR code design service
- You own the commercial

= £4500

+ ARTWORK + VAT
PER YEAR

120 second package PER SITE

- Full artwork design + updates
- 4 full changes a year
- QR code design service
- You own the commercial

= £6000

+ ARTWORK + VAT
PER YEAR

150 second package PER SITE

- can be broken up into 2 x 30 second commercials if required
- Full artwork design + updates
- 4 full changes a year
- QR code design service
- You own the commercial

= £7500

+ ARTWORK + VAT
PER YEAR

**All packages include the use of the leaflet dispensers
(excludes the design and print)**

