

# East Herts Roundabout Sponsorship



## General Information

### How does it work?

- Each traffic site is exclusive to one company for a minimum 12 month period.
- Roundabouts will display a sign for each approach road leading towards the site.
- Flowerbed / Traffic Islands will display 2, 3 or 4 signs depending on the site.
- Boundary Signs (where available) will display 1 sign underneath the welcome message.
- Cost is payable either in full on invoice, or 12 interest free monthly instalments by direct debit.
- The price includes all artwork, manufacture and installation costs.
- Any damaged signs will be replaced free of charge.

### What can I have on the signs?

- You may display your company name / logo, along with a short business message and contact details, including website address, location address and / or telephone number.
- You may display a different artwork design on each of the signs, allowing you to target each approach road with an alternative message / service if desired.
- All signs include a section across the bottom allocated to East Herts Council, which is a legal requirement.

### What size are the signs?

- In East Herts, the permitted signage size is **1016mm x 508mm (40" x 20") & 914mm x 457mm (36" x 18")**.



For further details  
please contact

Or log on to **www.marketingforce.co.uk** for  
more information regarding our Council  
Sponsorship Initiatives throughout the UK.

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