



**Advertise your  
organisation  
here**

**Advertising Space  
for Diversity Groups**



EAST MIDLANDS RAILWAY

## What are we doing?

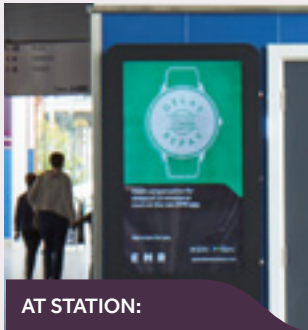
East Midlands Railway are offering advertising and marketing space to qualifying diversity or minority groups free of charge. We have a range of sites to choose from at our stations and on train, which span the breadth of our network.

Our stations and trains are used by thousands of passenger's every day to get them safely to their destinations. This is a great opportunity to advertise your organisation, or a specific campaign, to our passengers in a format that suits you.

## Who are eligible?

Eligibility will be determined on a case by case basis, but EMR are hoping to collaborate with Local, Regional and National organisations who work to promote diversity with regards to gender, ethnicity and/or disability. Your organisation does not have to be railway affiliated.

## What spaces are available?



AT STATION:

### Static or Video Advertising Display Boards

1920x1080px - 72dpi/JPEG - Up to 30 secs MPEG4 motion



AT STATION:

### Advertising Stall

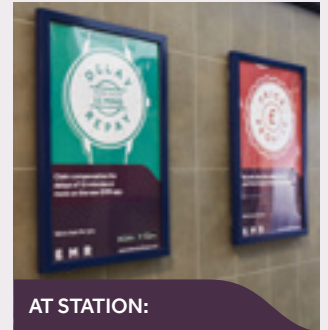
Set up a stall and distribute leaflets or merchandise



AT STATION:

### Station Banner

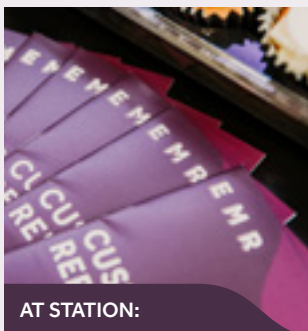
Banners in high footfall areas of EMR manned station. Size varies according to site



AT STATION:

### Poster Board

DR size - Prime footfall spots in stations (platform side and ticket offices)



AT STATION:

### Leaflet Distribution

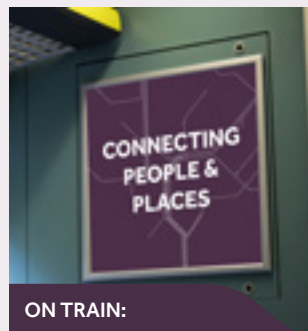
Distribute leaflets in high footfall areas at stations



AT STATION:

### Leaflet Rack

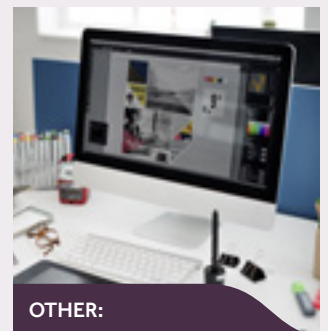
Place your leaflets in EMR leaflet racks



ON TRAIN:

### On Train Poster

Local or Mainline routes - A3 poster boards



OTHER:

### Design Consultancy

Our in house design team can aid with your artwork to make sure it aligns with our available spaces.

## Interested in a certain space?

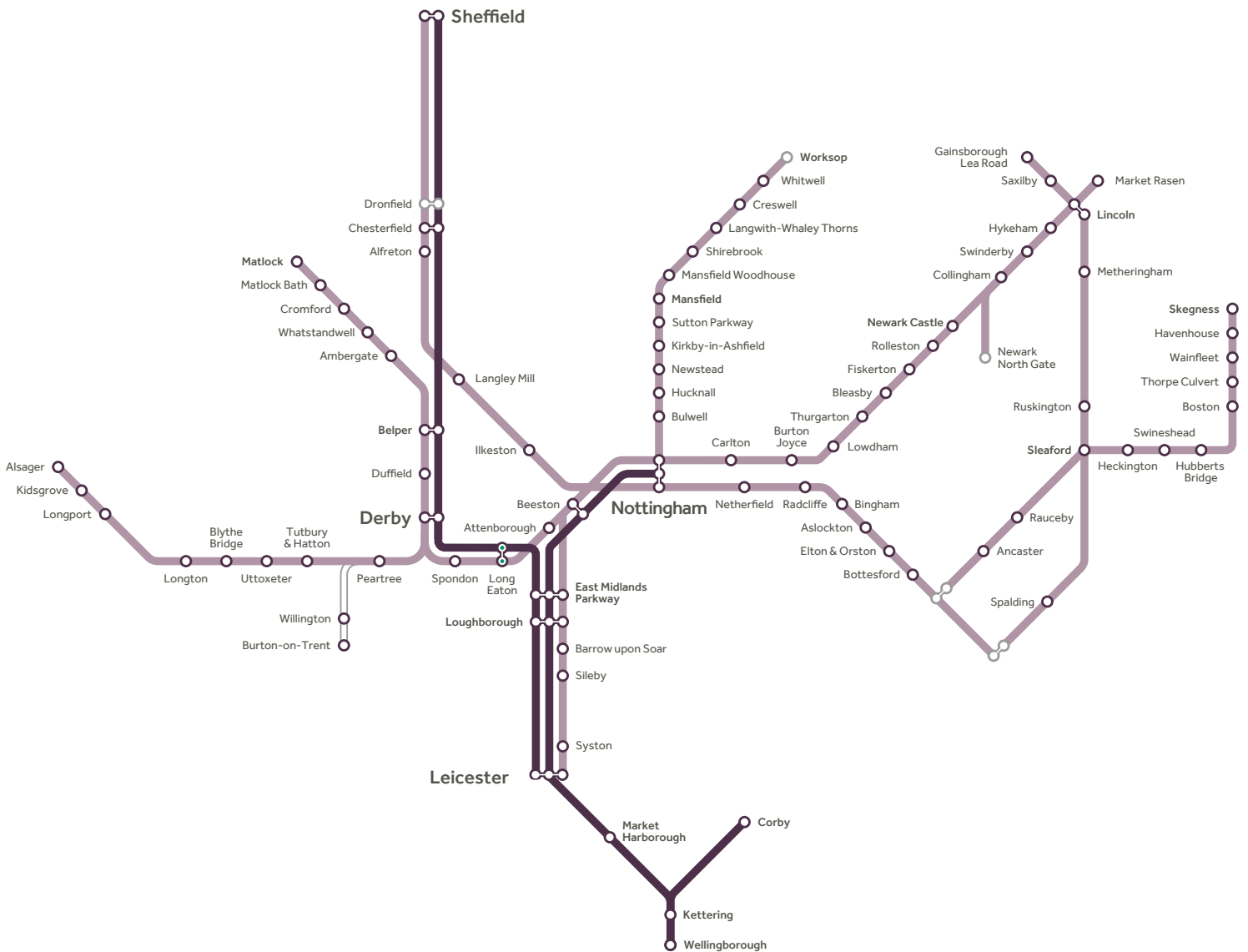
Get in touch to learn more about our available spaces on train and at stations at [eastmidlandsrailway.co.uk/advertising](http://eastmidlandsrailway.co.uk/advertising)

The advertising space is offered **free of charge**; all associated print, distribution or installation costs must be covered by your organisation.

# Where can i advertise?

Unfortunately not all stations or train fleet will be able to support your chosen advertising method.

For specific detail on each location's facilities and availability, please get in touch via our web form on: [eastmidlandsrailway.co.uk/advertising](http://eastmidlandsrailway.co.uk/advertising)





## Get in touch

If you think your organisation qualifies for this programme, please get in touch via our dedicated webpage.



[eastmidlandsrailway.co.uk/advertising](http://eastmidlandsrailway.co.uk/advertising)



Marketing Partnerships, Prospect House, 1 Prospect Place, Millennium Way, Pride Park, Derby, DE24 8HG