

A modern building with a geometric, angular design and large windows is the background. Overlaid on the image are several large, wavy, translucent shapes in shades of orange, pink, purple, and blue. A thin black line curves across the top of the image.

AMPLIFY YOUR BRAND AT **D&J** LIVE

ADVERTISING & BRANDING OPPORTUNITIES

LIVE ENTERTAINMENT

EXHIBITIONS

PREMIUM HOSPITALITY

INTRODUCING P&J LIVE

CONFERENCES

AWARD CEREMONIES

MEETINGS

BANQUETS



500,000

footfall
per
year



20,000

premium
clients
over 12
months



300

events
per year



40,000

national
conference
delegates
annually

AMPLIFY YOUR BRAND

to an engaged audience in Aberdeen



28,000

people with
high
disposable
income

Premium Customers
Company Directors
High Net Worth
Decision Makers



15,500

international
conference
delegates
annually



80,000

corporate
event
attendees
per year



THE IMPACT OF LIVE EXPERIENCES DRIVE CONSUMER PURCHASE, ACQUISITION & PERCEPTION

91% of consumers say they have a more positive opinion about a brand after attending an experience

85% of consumers express they are more likely to purchase a brand's product after participating in events and experiences

70% of consumers become regular customers after finding a brand at an experiential marketing event



OPPORTUNITIES

DIGITAL ADVERTISING SITES

STATIC ADVERTISING SITES

SUBTERRANIAN SITES

ADDED EXTRAS

PACKAGES



DIGITAL ADVERTISING SITES

DIGITAL AD SITE MAP - CONCOURSE LEVEL



CONCOURSE VIDEO WALL

DIGITAL SITE 1

Investment: £1,750 + VAT per month



Attention Grabbing

Captivating large format video wall - the largest digital site situated on the venue's main concourse showcases your brand at all events at P&J Live for maximum impact in a sustainable way.



Chances To Be Seen

Entertainment Shows: At least 120 chances to be seen per day.

Conference / Exhibitions: At least 180 chances to be seen per day.



Ad Specification

4032 x 1152 px (10.5 m x 3 m)

MP4 (30 Seconds)

Landscape Orientation

Advertising loops with other venue, advertiser and partner content. Based on an average of 8 advertisers per show. Minimum 6 month term.



P&J LIVE

WIFI MARKETING

Investment: £30 + VAT per 1,000 impressions



Guaranteed Engagement

Engage your target audience as they connect to free guest Wi-Fi. Gain impressions, clicks and customer data in exchange for free Wi-Fi.



Precision Ad Targeting

Target the right people in the right place at the right time with guaranteed viewability, engagement and dwell times averaging 23.97 seconds per session.



Measurable Performance

Track the performance of ad campaigns across journeys and locations in real-time.



Ad Specification

Portrait images 1080 x 1920 pixels

Portrait Video Format: MP4, Resolution: 1080 x 1920

Allow 165 pixels top & bottom to accommodate cropping on smaller screens

Allow 530 pixels from bottom to accommodate call to action buttons.



WEBSITE BANNER ADVERTISING

Investment: £465 + VAT per month



Prominent Banner Positions

Strategically positioned full width banners promote your brand and increase brand awareness across high traffic web pages including P&J Live's homepage and 'what's on' event listings page.



High Website Traffic

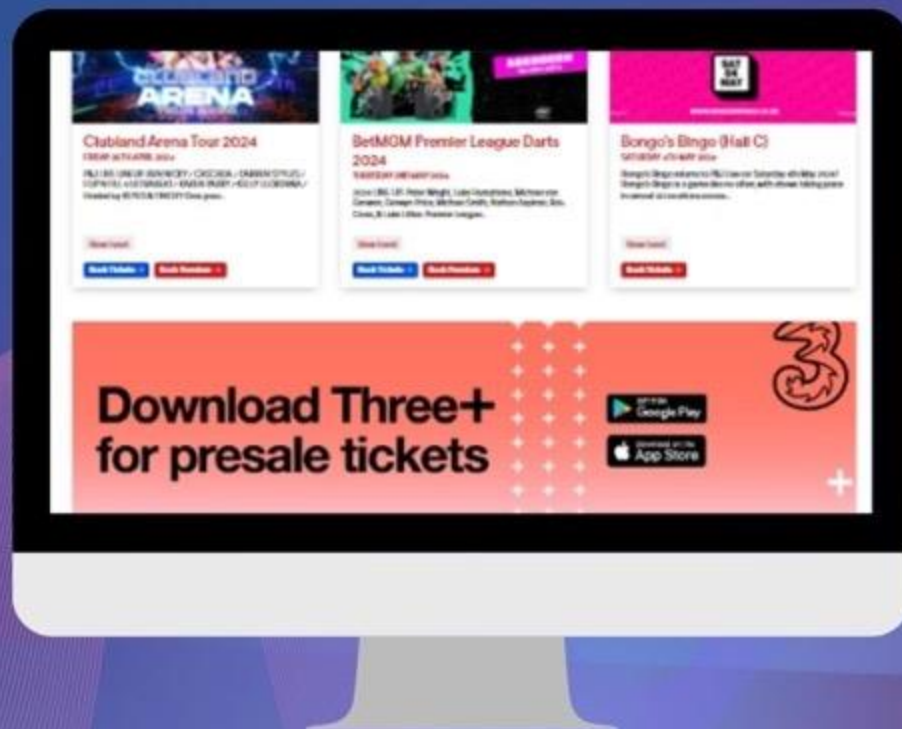
The website receives an increasingly high volume of traffic from local, national and international audiences with over 1.4 million eyes on pandjlive.com on average per year.



Ad Specification

1440 mm (w) x 400 mm (h) (full width banner)
Jpeg < 5 MB

Minimum 6 month term.



The background of the image is a high-angle shot of a massive crowd at a concert or festival at night. The crowd is densely packed and fills the lower half of the frame. Above the crowd, a stage is visible with various lighting rigs and spotlights. The scene is dark, with some stage lights providing illumination. Overlaid on the image are several large, wavy, semi-transparent shapes in shades of orange, pink, purple, and blue. These shapes have a fine, concentric line pattern, giving them a textured, almost liquid appearance. The text "STATIC ADVERTISING SITES" is centered horizontally across the middle of the image, overlaid on the wavy shapes. It is written in a bold, white, sans-serif font with a black outline, making it stand out against the darker background and the colorful overlays.

STATIC ADVERTISING SITES

STATIC AD SITE MAP - CONCOURSE LEVEL



PRIME STATIC AD SITE

STATIC SITE 1 - MAIN CONCOURSE WALL

Investment: £920 + VAT per month



Location

Situated in the main concourse near ground floor entrance and Arena Doors 2 and 3. This feature sized site has good visibility in a high footfall area, with good dwell time close to catering and bar kiosks.



Medium

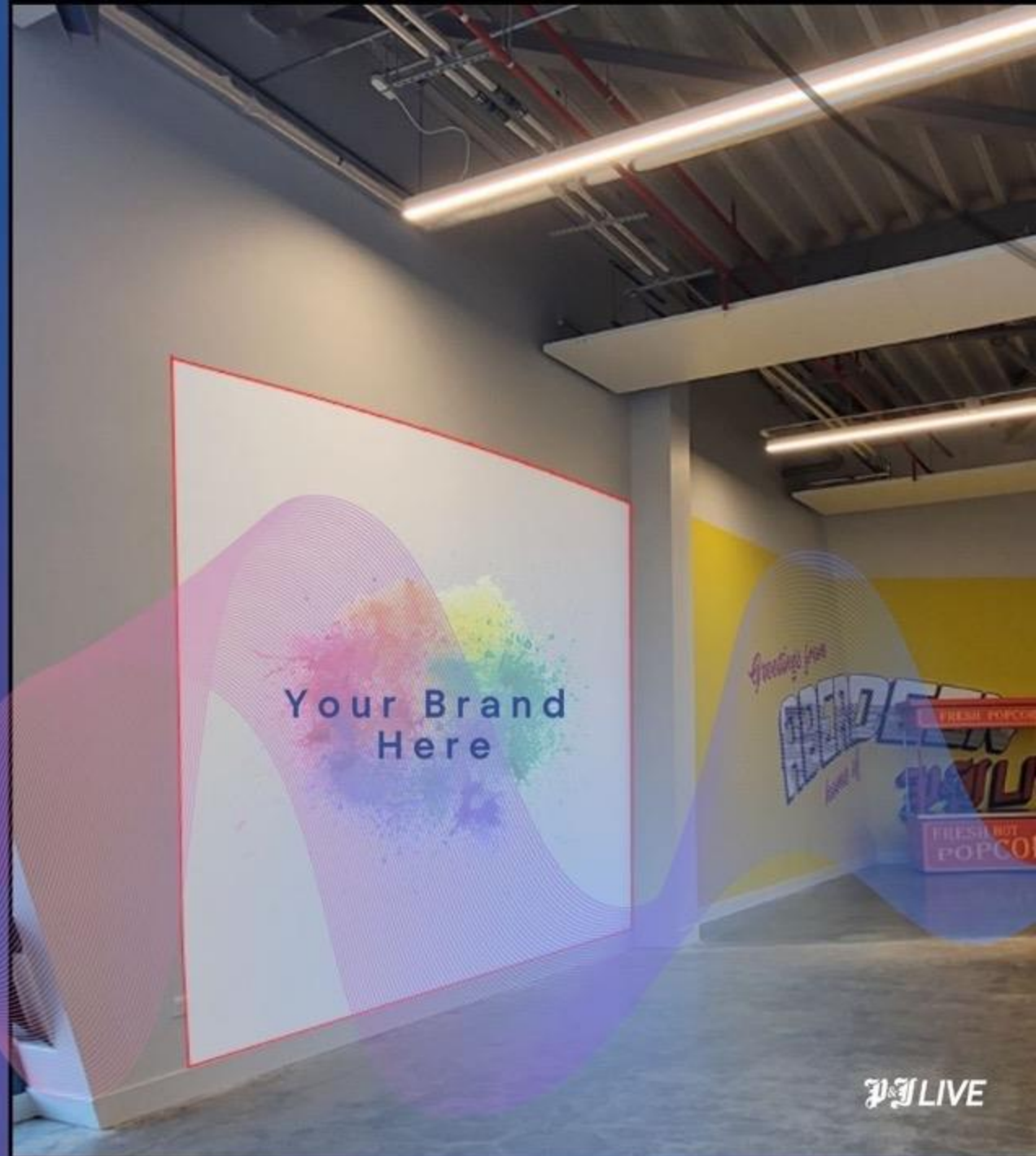
32 mm framed Tension Fabric System



Ad Specification

4500 mm (w) x 4500 mm (h) (square)

Minimum 12 month fixed term



PRIME STATIC AD SITE

STATIC SITE 2 - MAIN CONCOURSE BANNERS

Investment: £900 + VAT per panel, per month



Location

Located in the heart of the vibrant main concourse, our overhead banners are in a prime location with high consumer dwell time where patrons queue at catering and bar kiosks.



Medium

White Framed Tension Fabric System



Ad Specification

Panel A & B - 7700 mm (w) x 1400 mm (h)
Panel C - Occupied (Three Mobile)

Minimum 6 month fixed term



PRIME STATIC AD SITE

STATIC SITE 3 - Main Concourse / F&B Kiosk 4

Investment: £875 + VAT per month



Location

Located on the ground floor main concourse, this feature sized wall site creates an impact with good visibility for customers utilising catering kiosk 4, toilet facilities, outdoor smoking area, popular popcorn kiosks and Arena Doors 7-8.



Medium

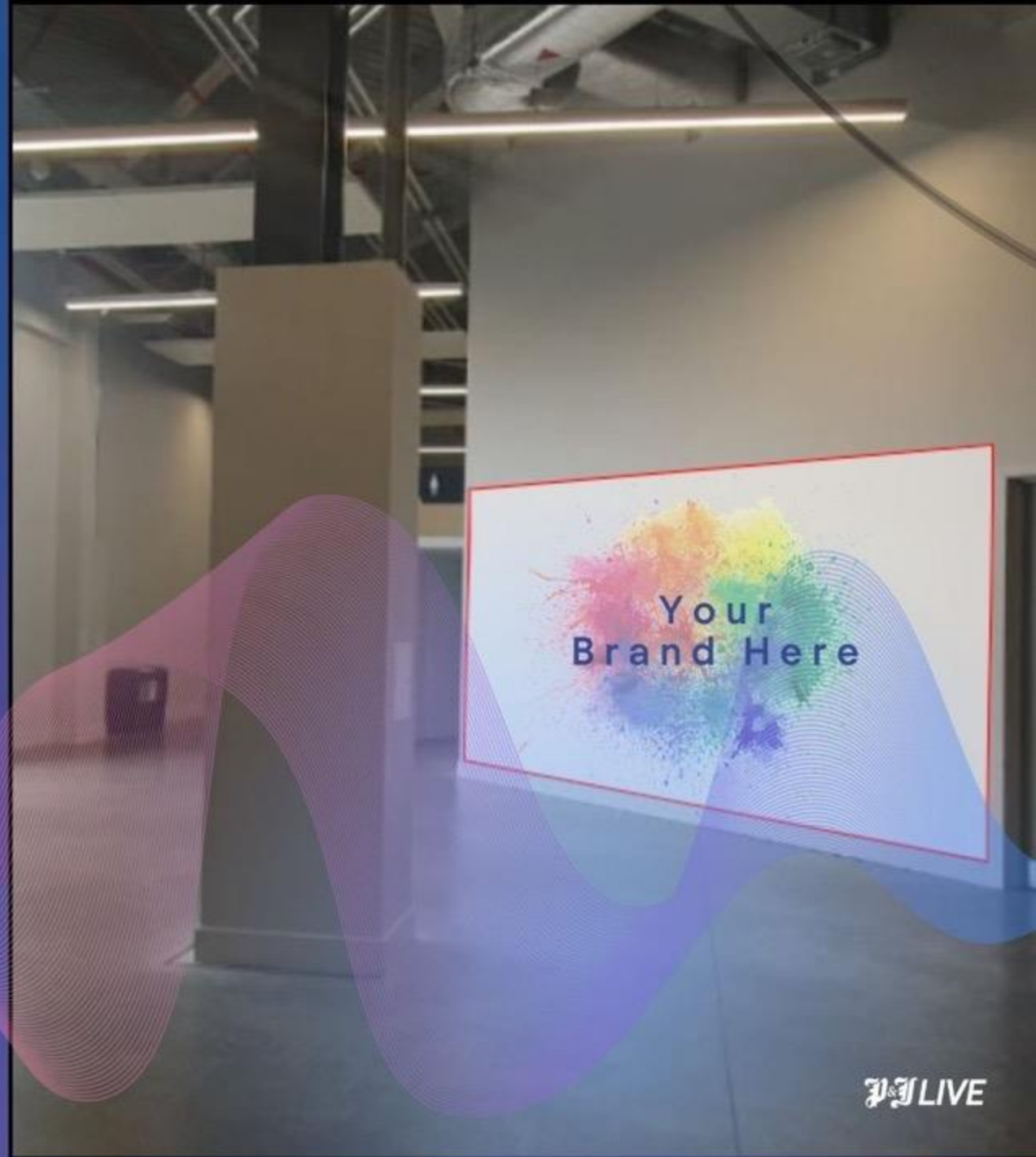
32 mm framed Tension Fabric System



Ad Specification

5000 mm (w) x 4500 mm (h)

Minimum 12 month fixed term



PRIME STATIC AD SITE

STATIC SITE 4 - ARENA DOORS 7/8

Investment: £1,000 + VAT per month



Location

Located on the ground floor main concourse, this feature sized wall site creates an impact with good visibility for customers utilising toilet facilities, outdoor smoking area and Arena Doors 7-8.



Medium

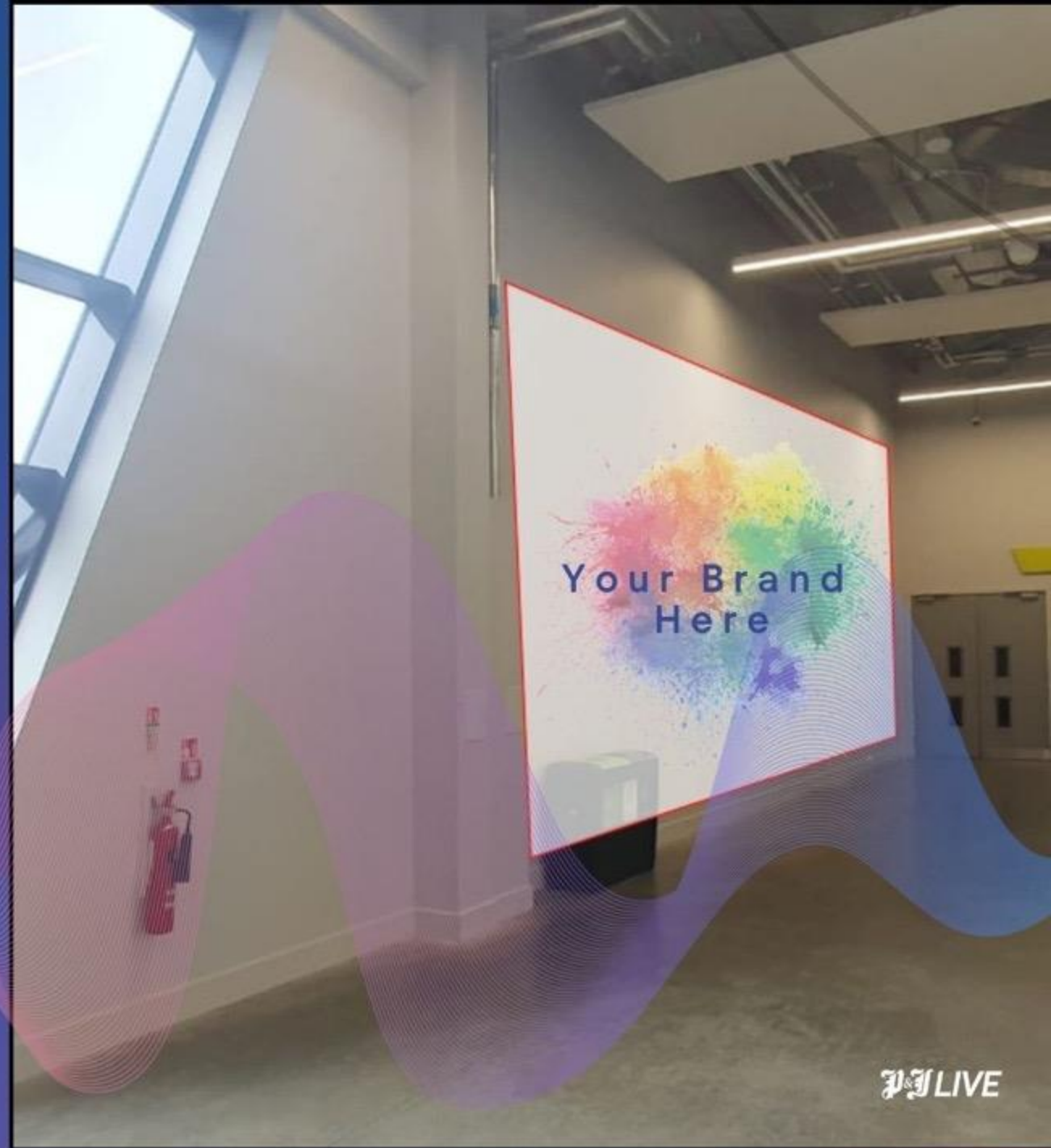
RAFFA - printed wallpaper



Ad Specification

10610 mm (w) x 4500 mm (h)

Minimum 12 month fixed term



PRIME STATIC AD SITE

STATIC SITE 5 / ADJACENT TO F&B Kiosk 4

Investment: £1,000 + VAT per month



Location

Located on ground floor main concourse, this feature-sized site has excellent visibility for patrons. The site also offers high dwell time located beside catering kiosk 4, toilet facilities, between Arena Doors 6-8 and immediately adjacent to the smoking area and popular popcorn kiosks.



Medium

RAFFA - printed wallpaper with Electrical Socket Cut Out



Ad Specification

5802 mm (w) x 4500 mm (h)

Minimum 12 month fixed term



WOLIVE

PRIME STATIC AD SITE

STATIC SITES 6 (PANELS A - H)
MAIN CONCOURSE OVERHEAD BANNERS

Investment: £860 + VAT per panel, per month



Location

Overhead concourse banners located in the heart of the busy main concourse offer excellent brand exposure with a high consumer dwell time with nearby bars, toilet facilities and event entrance doors.



Medium

32mm White Framed Tension Fabric System



Ad Specification

Panels A-G

5000 mm (w) x 1400 mm (h)

Minimum 6 month fixed term



PRIME STATIC AD SITE

STATIC SITE 7 - BLACK TIE ENTRANCE

Investment: £875 + VAT per month



Location

Feature sized space ideally placed to promote your brand across B2B and B2C channels. Located close to the Black Tie VIP entrance on the same access corridor The Mill coffee shop, the Hilton Hotel and Halls B-C which are regularly utilised for conferences, dinners, exhibitions and entertainment performances.



Medium

32mm White Framed Tension Fabric System



Ad Specification

5800 mm (w) x 2200 mm (h)

Minimum 12 month fixed term



PRIME STATIC AD SITE

STATIC SITE 8 - HALL B / C ENTRANCE

Investment: £545 + VAT per month for 5 panels



Location

5 panels located at the entrance to Halls B-C which regularly hosts conferences, dinners, exhibitions, and entertainment performances. Positioned across from the Mill coffee shop and nearby to the cloakroom in a high footfall area.



Medium

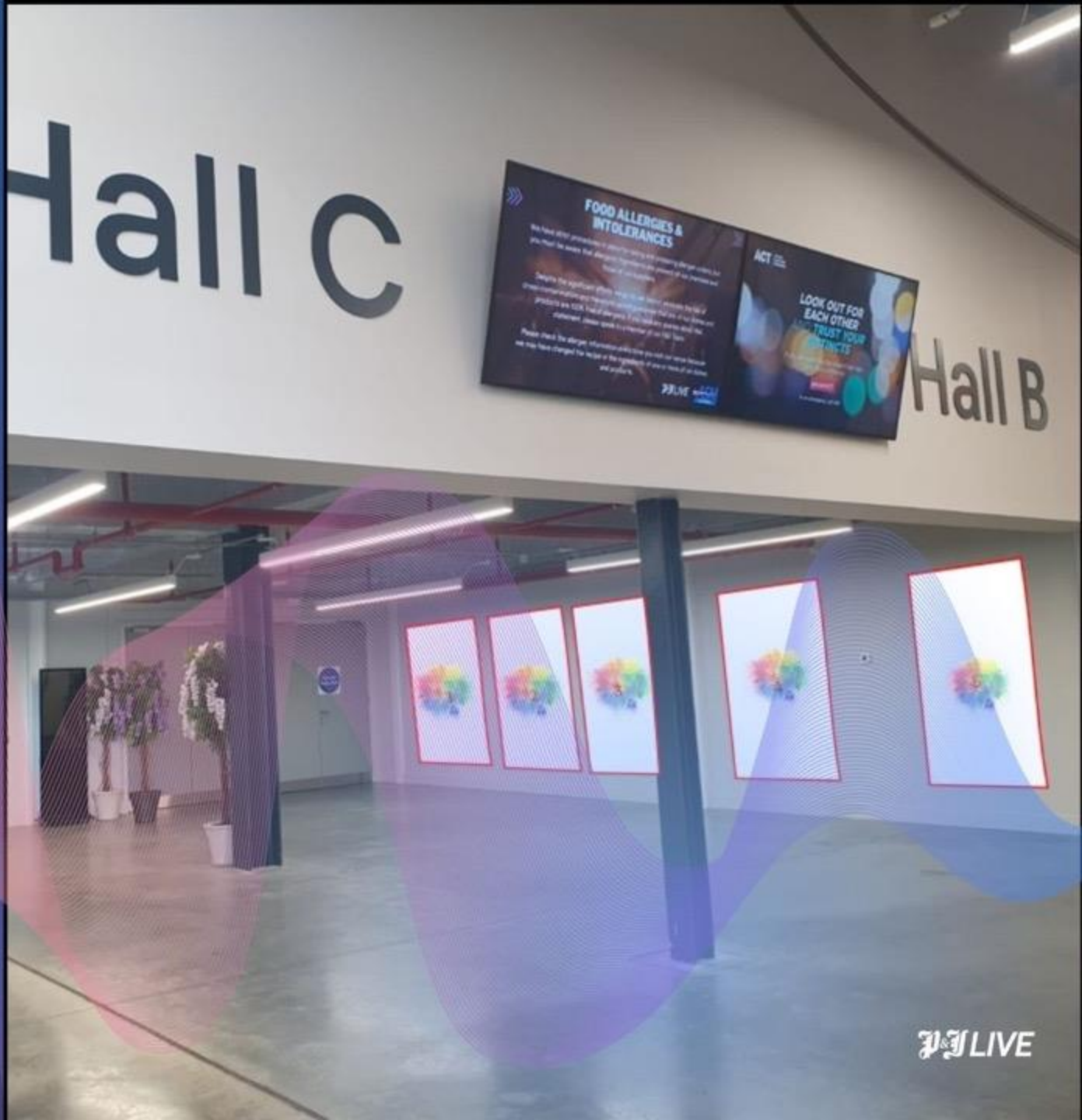
White Framed Tension Fabric System



Ad Specification

1000 mm (w) x 2200 mm (h)

Minimum 6 month fixed term



PRIME STATIC AD SITE

STATIC SITE 9 - BLACK TIE & HILTON ENTRANCE

Investment: £875 + VAT per month



Location

Position your brand as the first thing patrons see as they enter via the Black Tie VIP entrance for Halls B and C dinners and banquets. With a feature-sized wall space immediately across from the Black Tie and Hilton link entrances and close to The Mill Coffee Shop and toilet facilities.



Medium

32mm Framed Tension Fabric System



Ad Specification

5800 mm (w) x 2200 mm (h)

Minimum 12 month fixed term



INTERIOR PILLARS

MAIN CONCOURSE

Investment:

£1,800 + VAT per month (28 pillars)



Location

Showcase your brand across the bustling main concourse with a pillar takeover on the ground floor. Prominent double-sided pillar artwork targets a wide audience for both B2B and B2C marketing for patrons utilising the main arena, Halls A-B and those entering the building from both the piazza entrance and escalators from Sub-T car park.



Medium

Removable laminated Self Adhesive Vinyl. Two sides.



Ad Specification

520 mm (w) x 3940 mm (h)

Minimum 6 month fixed term. Excludes Entrance pillars (5 pillars), fire extinguisher pillar (1) and power pillar utilised for charging station and directional blade signage (1).



WOLFE



SUB-TERRANIAN SITES

SITE MAP - SUBTERANEAN CAR PARK SITES

● STATIC AD SITES



PRIME STATIC AD SITE

SUB-T SITE 1 - SUB-T ENTRANCE / LIFT SHAFT

Investment: £940 + VAT per month for two panels



Location

Located on the basement level as guests enter the venue from the Sub-T car park. The double-site is positioned in a high footfall area with the lifts frequently utilised by high net-worth individuals heading to the hospitality suites and business delegates for the meeting rooms and conference suites.



Medium

Self Adhesive Vinyl



Ad Specification

1400 mm (w) x 3300 mm (h)

Minimum 6 month fixed term



PRIME STATIC AD SITE

SUB-T SITE 2 - INTERNAL ENTRANCE DOOR

Investment: £850 + VAT per month



Location

Located on the basement level at the foot of the escalators for patrons entering the venue from the Sub-T car park. This feature wall space is positioned in a high footfall area with good dwell time next to the lifts with excellent visibility for patrons exiting the venue via the escalators post-event.



Medium

32mm framed Tension Fabric System



Ad Specification

4390 mm (w) x 4849 mm (h)

Minimum 12 month fixed term



WOLFE LIVE

PRIME STATIC AD SITE

SUB-T SITE 3 - HEADER PANEL (BASEMENT LEVEL)

Investment: £800 + VAT per month



Location

Located on the basement level, this overhead site is positioned in a high footfall area with excellent visibility for patrons exiting the venue post-event to the Sub-T car park - helping keep your brand at the front of the audience's mind as they leave.



Medium

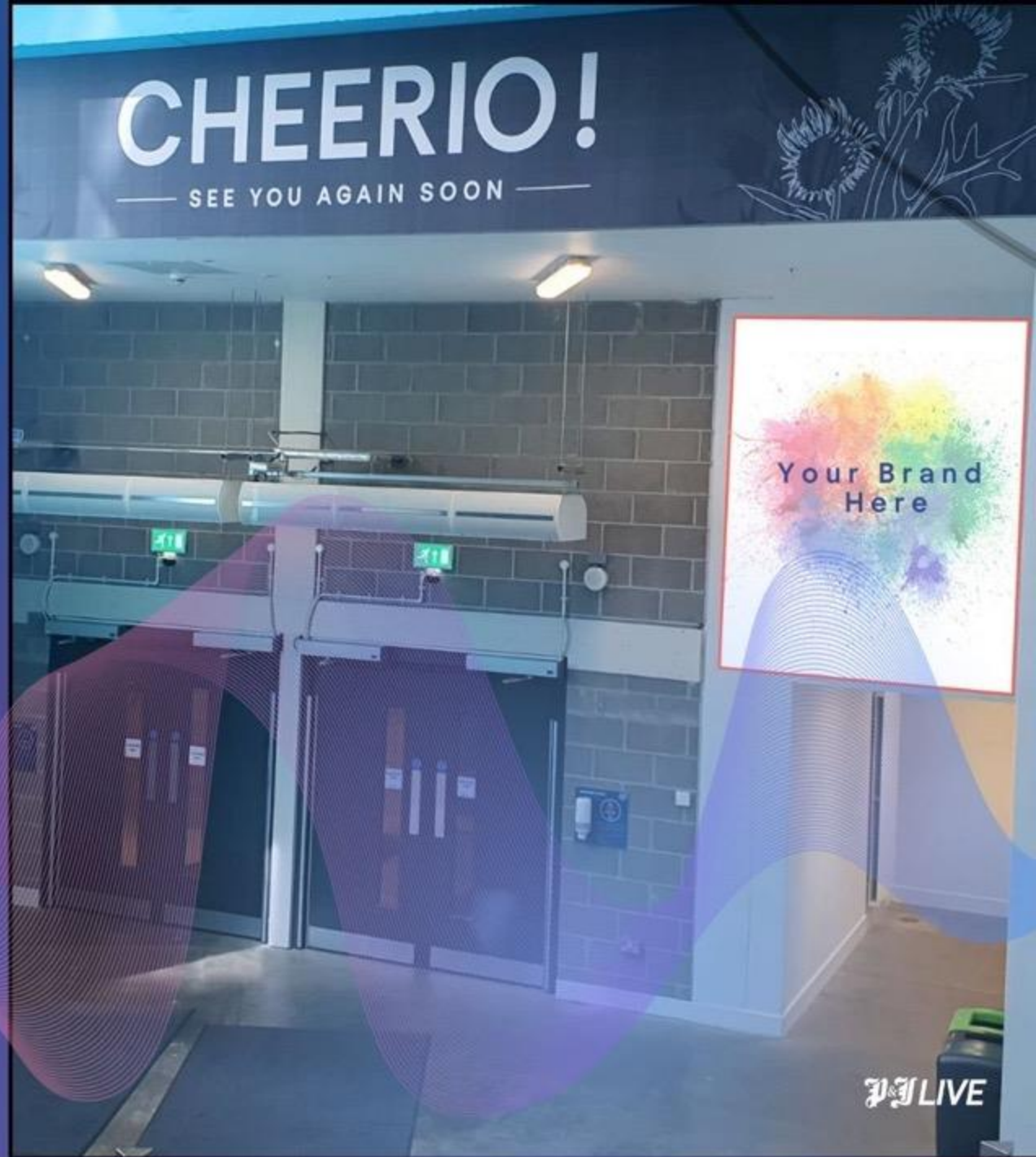
32mm framed Tension Fabric System



Ad Specification

2300 mm (w) x 2600 mm (h)

Minimum 12 month fixed term



WOLFE LIVE

PRIME STATIC AD SITE

SUB-T SITE 4 (PANELS A-C) LEFT OF ENTRANCE

Investment: £800 + VAT per month, per panel



Location

Prime Sub-T car park location. Three individual portrait sites offer excellent brand visibility running alongside the General Admission queue and parking payment machines to left of the busy entrance doors. Very high footfall and dwell times for both entertainment event consumers and business delegates.



Medium

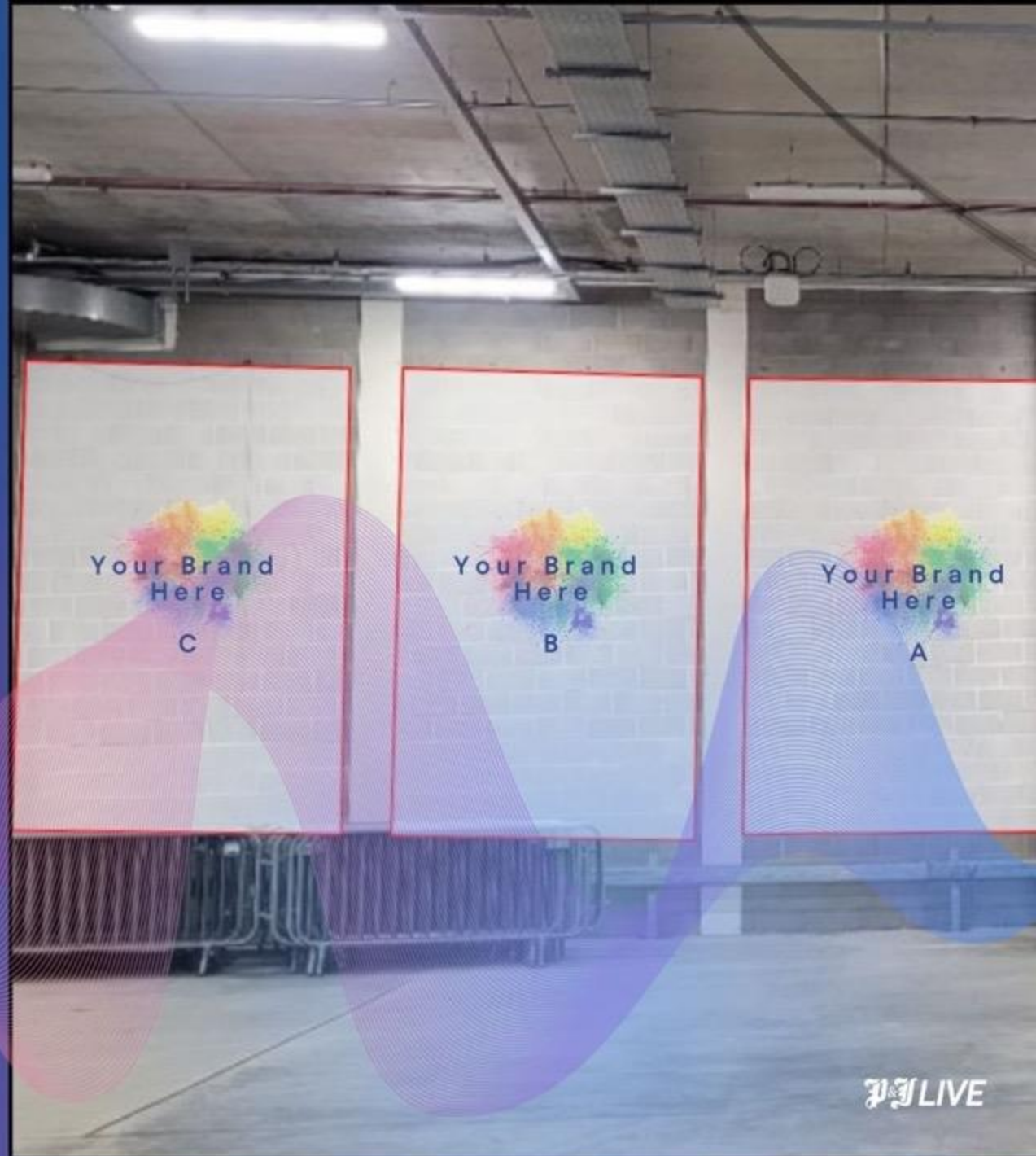
32mm framed Tension Fabric System with gripper



Ad Specification

2700 mm (w) x 4300 mm (h)

Minimum 6 month fixed term



PRIME STATIC AD SITE

SUB-T SITE 5 - CENTRE BLOCK (PREMIUM FACING WALL)

Investment: £1,100 + VAT per month



Location

A large, feature sized advertising space positioned in the centre of the underground car park. Ideally located to target high net-worth individuals and business consumers utilising the Premium Members area of car park.



Medium

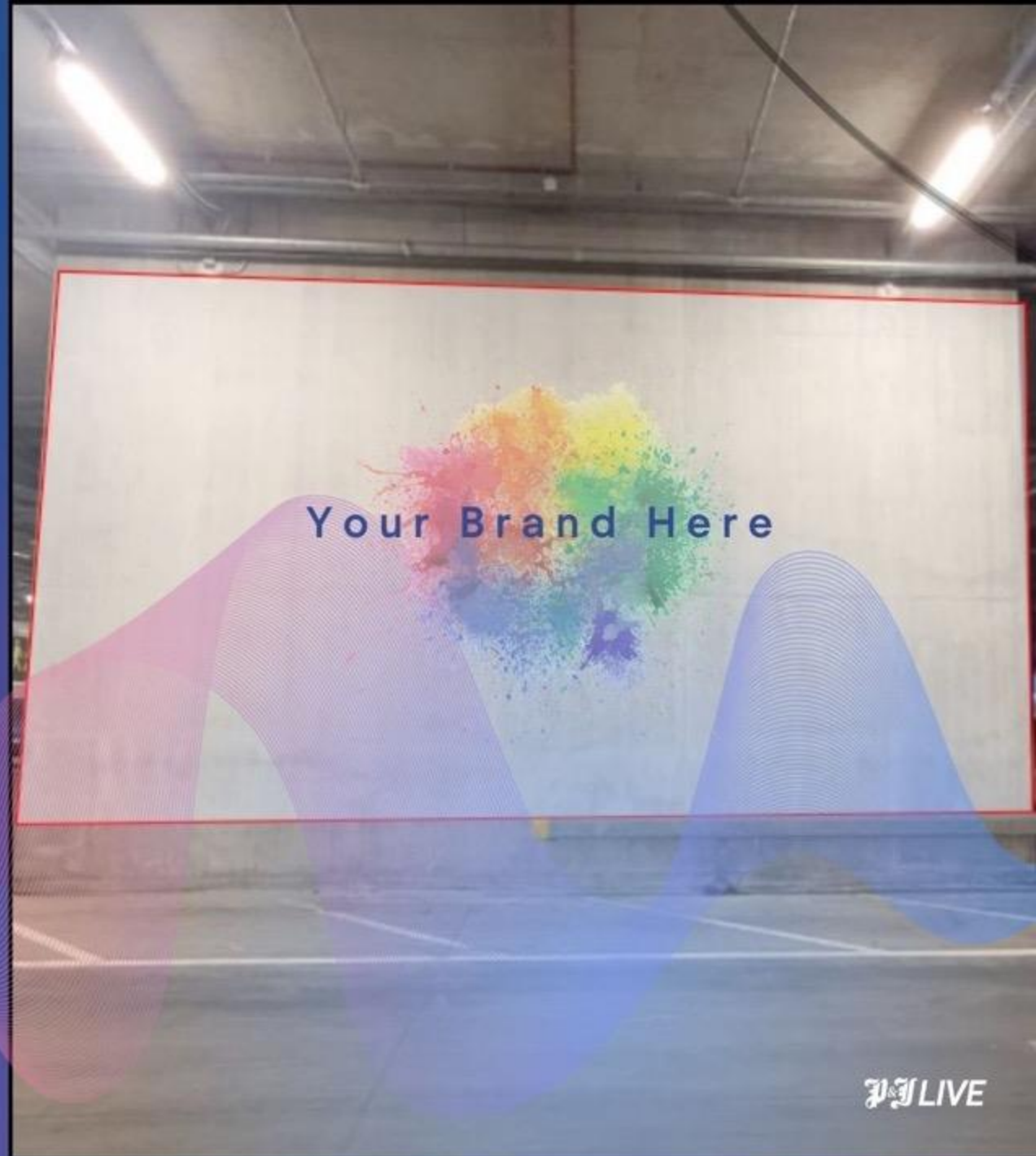
32 mm framed Tension Fabric System with gripper



Ad Specification

8000 mm (w) x 4000 mm (h)

Minimum 6 month fixed term



PRIME STATIC AD SITE

SUB-T SITE 6 - LONG RAMP RIGHT

Investment: £1,250 + VAT per month



Location

Large overhead site positioned above the stairwell of Sub-T car park, down the long ramp to the right at height. With a capacity of 1100 parking spaces - showcase your brand to a wide audience across the underground car park, premium parking and electric vehicle charging points.



Medium

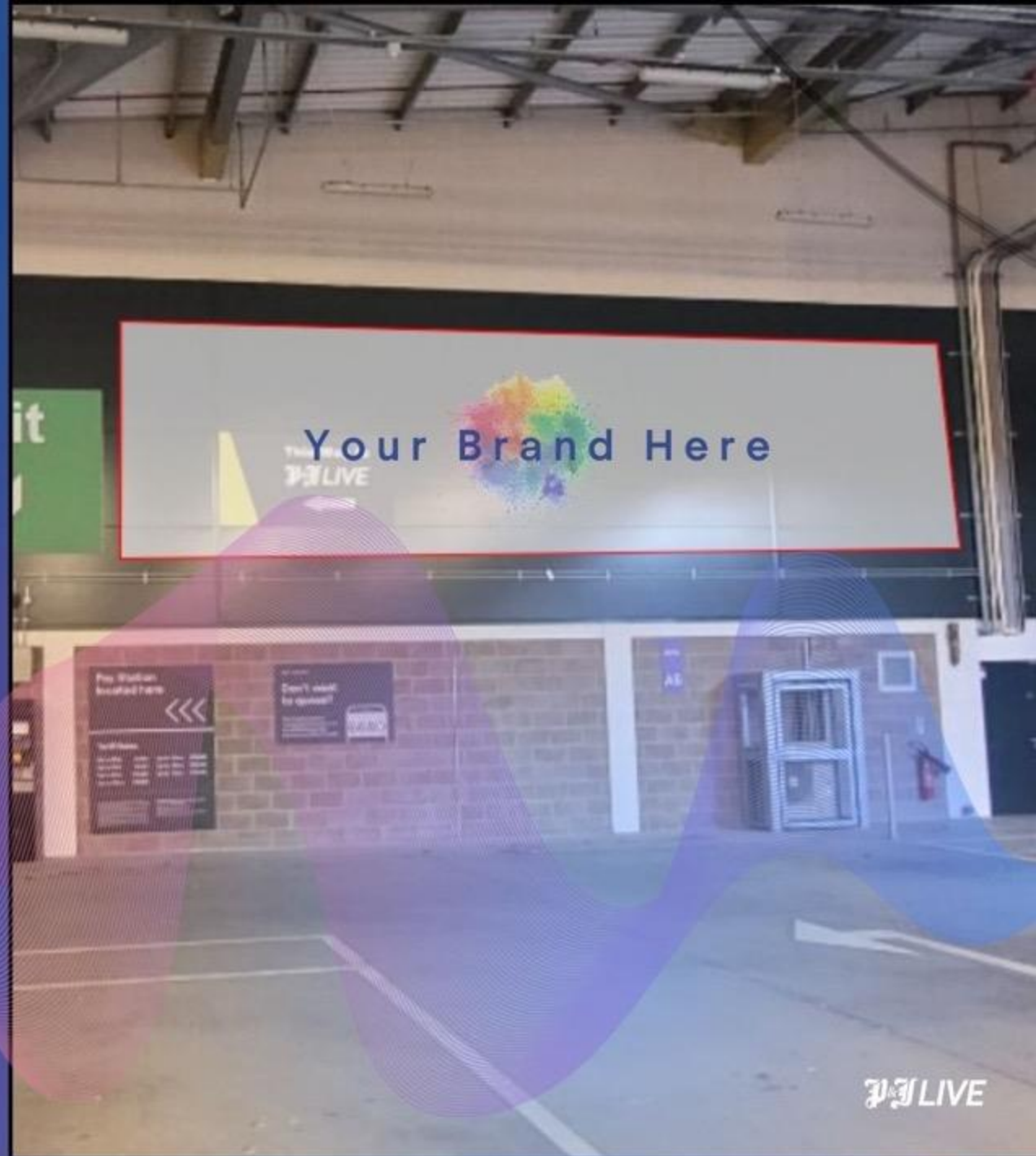
32mm framed Tension Fabric System with gripper



Ad Specification

10,000 mm (w) x 2950 mm (h)

Minimum 12 month fixed term



PRIME STATIC AD SITE

SUB-T SITE 7 - LONG RAMP LEFT

Investment: £1,400 + VAT per month



Location

Large overhead site positioned above the stairwell of Sub-T car park, down the long ramp to the left at height. With a capacity of 1100 parking spaces - showcase your brand to a wide audience across the underground car park, premium parking and electric vehicle charging points.



Medium

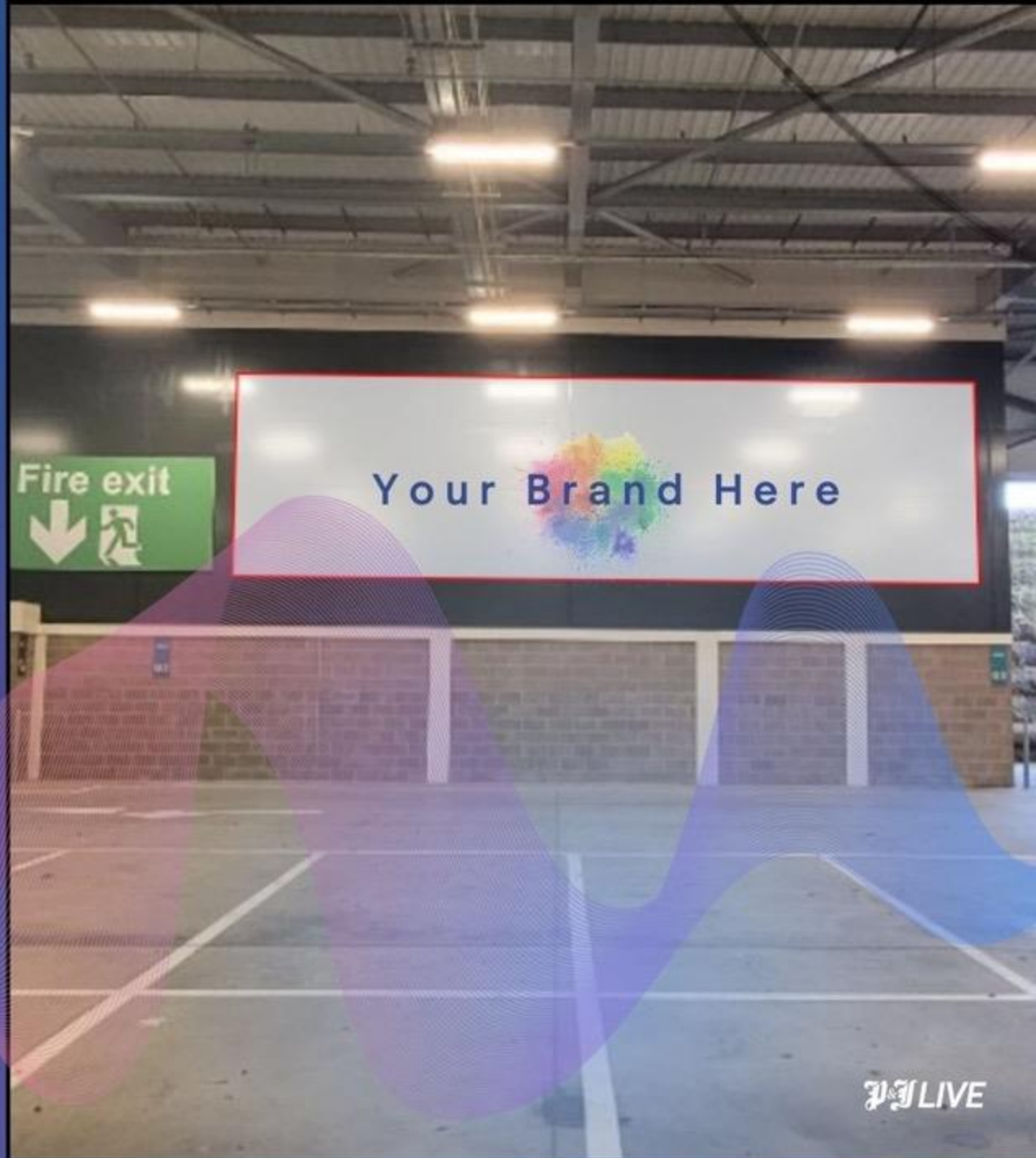
32mm framed Tension Fabric System with gripper



Ad Specification

13,000 mm (w) x 2950 mm (h)

Minimum 12 month fixed term



PRIME STATIC AD SITE

SUB-T SITE 8 - CENTRE CARPARK LEFT

Investment: £1,400 + VAT per month



Location

Large overhead site positioned above the stairwell of Sub-T car park, centrally located in the carpark at height. With a capacity of 1100 parking spaces - showcase your brand to a wide audience across the underground car park, premium parking and electric vehicle charging points.



Medium

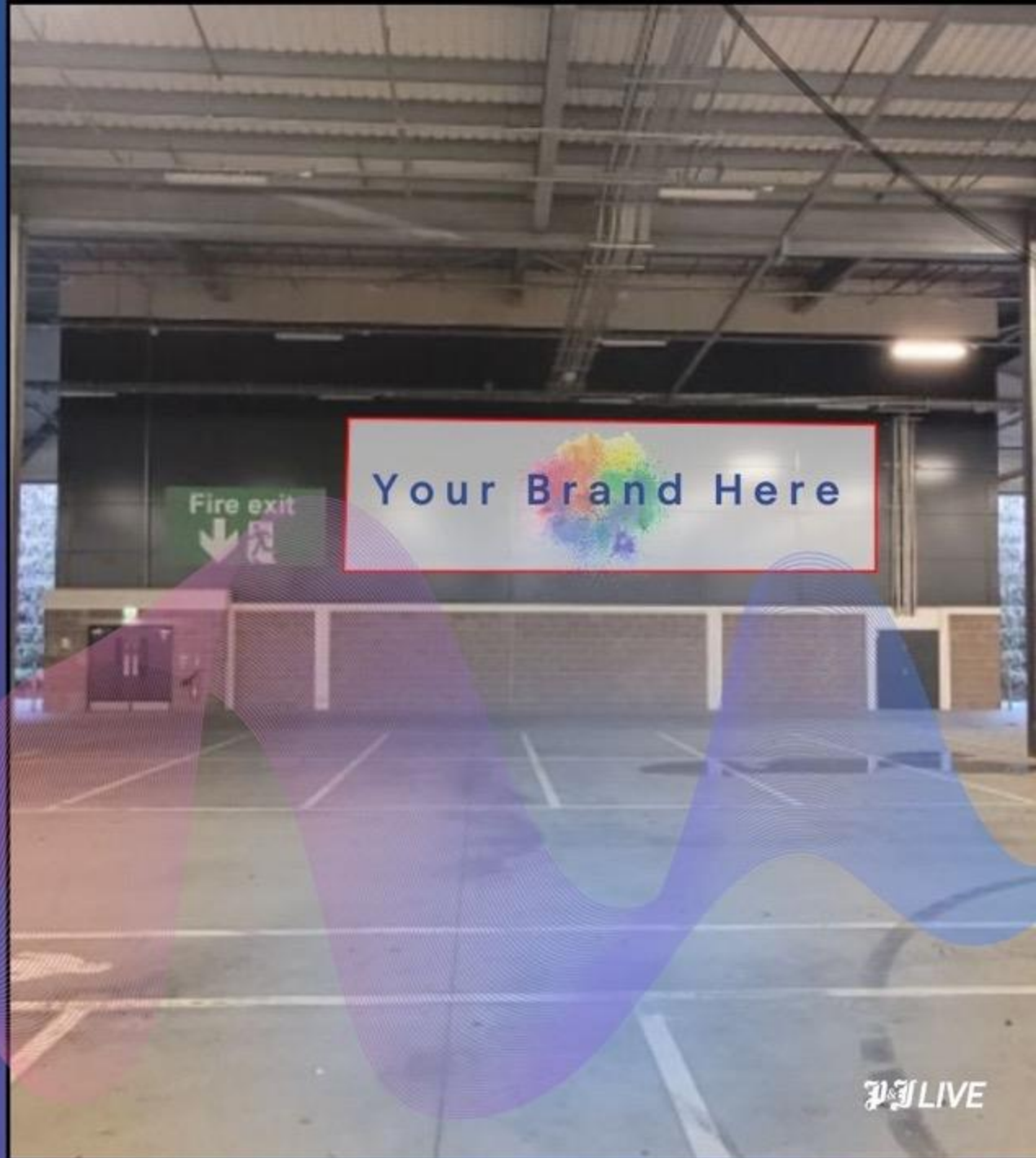
32mm framed Tension Fabric System with gripper



Ad Specification

13,000 mm (w) x 2950 mm (h)

Minimum 12 month fixed term



7/11 LIVE

PRIME STATIC AD SITE

SUB-T - PILLARS

Investment: £1,000 + VAT per month (20 pillars)



Location

Capture your audiences attention across P&J Live's busiest on-site car park with 1100 spaces. Target general admission event customers, business delegates, and high net-worth individuals utilising the Premium parking area by strategically positioning artwork across sections of the carpark.



Medium

High Tack Self Adhesive Vinyl wrapped onto pillars



Ad Specification

1972 mm (w) x 2000 mm (h)

Minimum 12 month fixed term



A high-angle, wide shot of a massive crowd at a concert or festival at night. The crowd is dense and fills the lower two-thirds of the frame. In the background, a stage is visible with bright lights and a rig of stage equipment. Overlaid on the image are four large, wavy, semi-transparent shapes in white, orange, pink, and blue, which frame the central text. The text "ADDED EXTRAS" is written in a bold, white, sans-serif font with a black outline, centered horizontally across the middle of the image.

ADDED EXTRAS

HOSPITALITY & TICKET ALLOCATIONS



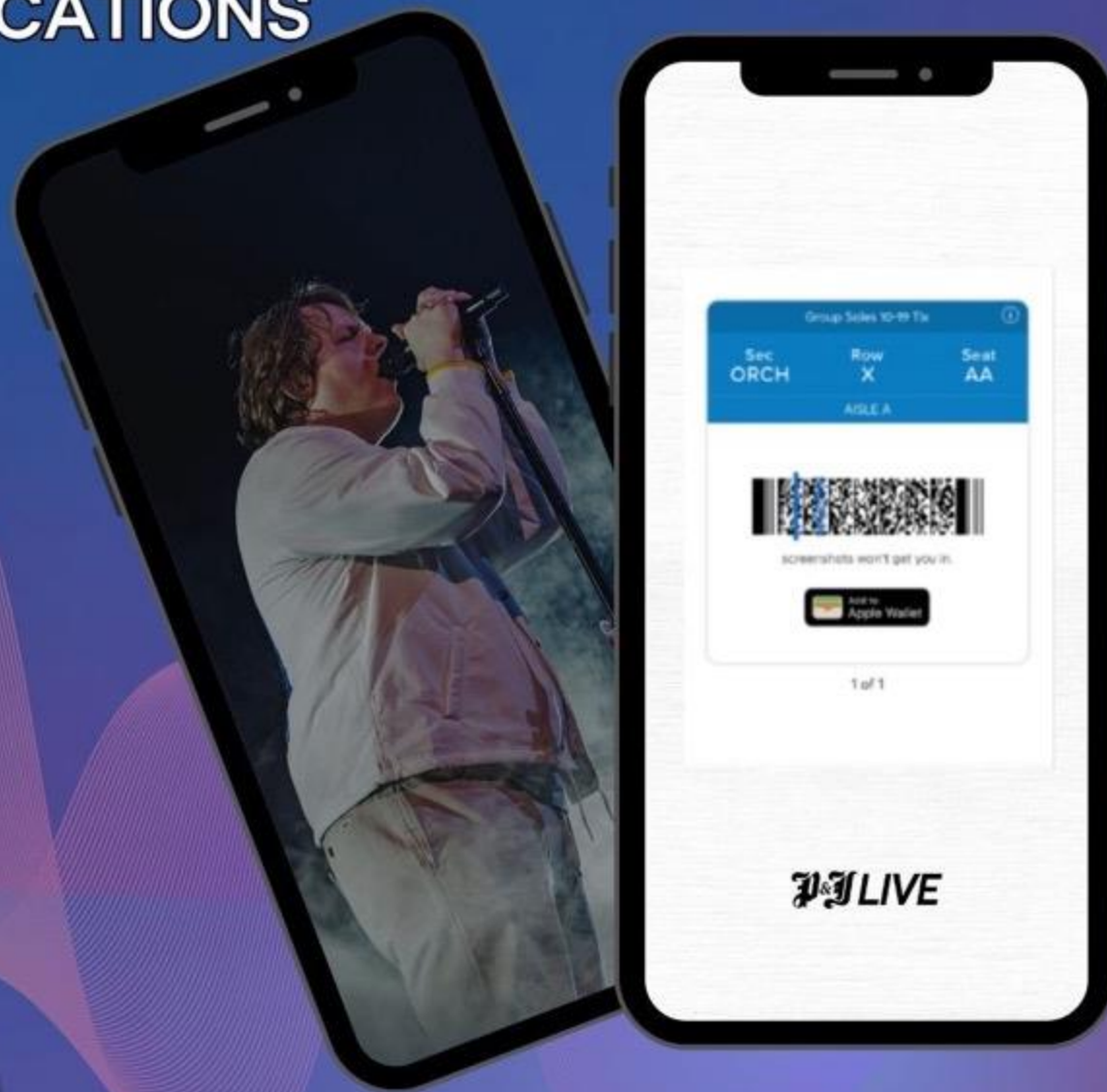
Guaranteed Tickets

Enhance your advertising package with a Annual Premium ShowDeck Membership or a bank of 30 Arena & Hall C tickets per year (subject to availability) to entertain clients, gift to charity or reward staff.



Upgraded Automatically

VIP View Bar Access automatically included (where available). Entitles the ticketholder to early venue access, fast-track entry, exclusive View Bar access, drink token, pre-show live entertainment.





PACKAGES

MAXIMISE BRAND EXPOSURE



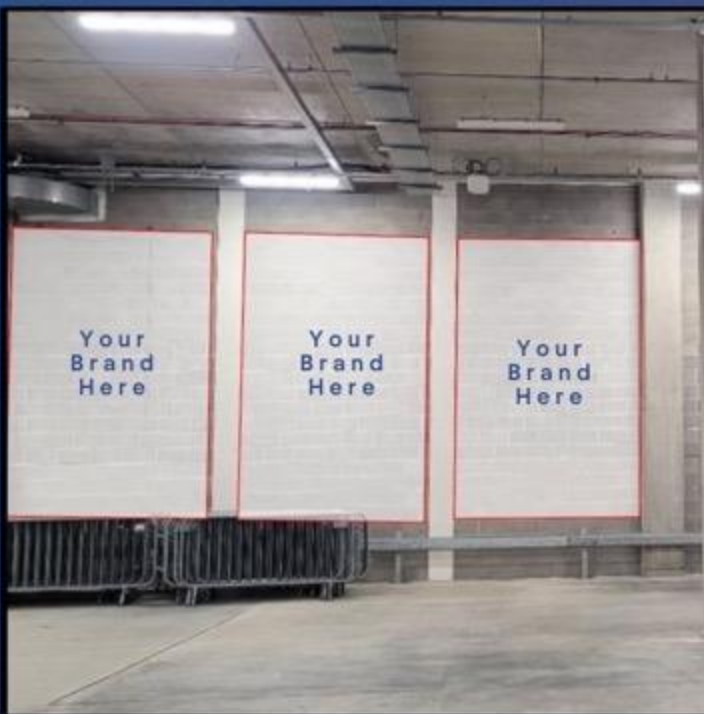
Multiple Ad Touchpoints

Build your custom advertising package at P&J Live and maximise your brand visibility. Select a mix of digital and static ad sites throughout the venue, taking visitors on an engaging brand journey.



Multiple Site Advantages

Not only will your brand stay top-of-mind in engaged customers' thoughts for a longer period, but brands that opt to take multiple site packages can take advantage of discounted rates.



A modern building with a glass facade is shown at night. The building's interior lights are visible through the glass. A large, colorful, wavy graphic, resembling a stylized wave or a series of overlapping loops, is superimposed over the building. The graphic is composed of many thin, parallel lines that create a sense of depth and movement. The colors of the graphic transition from light blue on the left, through orange, red, and pink, to a deep purple on the right. The text "FINE PRINT" is centered over the graphic in a bold, white, sans-serif font with a black outline.

FINE PRINT

Artwork Formats

Static Advertising Site Artwork:

Should be supplied as high- resolution PDF files exported with bleed. Colour to be supplied in CMYK format, with a 50mm bleed and a minimum resolution of 100dpi at final size (unless otherwise detailed in the Advertising Agreement)

Wifi Ads Artwork:

Portrait images 1080 x 1920 pixels / Portrait videos (Format: MP4, Resolution: 1080 x 1920)

Please allow 165 pixels top and bottom to accommodate cropping on smaller screens. Allow 530 pixels from bottom to accommodate call to action buttons

Concourse Video Wall Artwork:

4032 px x 1152 px (10.5m x 3m)

MP4 (30 seconds)

Submission & Deadlines

All Advert(s), including but not limited to applicable artwork and/or design, shall be delivered to ASM or its nominated agent by the Purchaser not fewer than 30 business days prior to the first day of the Advert Live Period (static sites) or 7 business days (digital sites).

All copy and artwork should be submitted to advertising@pandjlive.com

Pricing

Prices quoted include production, installation and removal of artwork, unless otherwise stated in the Advertising Agreement.

Artwork Copy

The Customer shall be responsible for ensuring that any computer files, artwork, specifications, instructions or descriptions or information supplied by the Customer or on its behalf in connection with the manufacture or production of the Work are accurate, unambiguous and clearly legible and meet the Customer's requirements.

The Purchaser will inform ASM at the time of booking if the Advert(s) is for the purposes of promoting alcohol, tobacco, vaping, payday loans or any financial products, political parties, political causes, gambling, modern day slavery, sex-trade, adult content, drugs, fireworks, and products high in fat, salt, and sugar.

The Purchaser will ensure that the Brand(s) and nothing in the Advert(s) is/are, in the reasonable opinion of ASM, obscene, immoral, or harmful to the reputation of ASM and/ or the Venue (including any naming rights partners or sponsors of the Venue)

The Purchaser will comply with (and will ensure that its employees, consultants, agents, representatives, and sub-contractors comply with) and ensure that the Advert(s) comply with any and all laws, bye-laws and regulations and directions applicable to the Advert(s) and the Venue(s).

All copy requires to be pre-approved by ASM Global prior to production, ASM refuses the right to display and/or remove any Advert(s) which do not adhere to Terms Conditions set out in the Advertising Agreement.

THANK YOU

FOR MORE INFORMATION CONTACT OUR TEAM
ADVERTISING@PANDJLIVE.COM

