



# Arena and Convention Centre Liverpool Commercial Rates

## Website Opportunities

Build your business and customer loyalty with Arena and Convention Centre Liverpool website opportunities. We are now offering fabulous advertising and listing opportunities to connect your business with our large customer base. Whether you wish to target 'concert goers' or 'business delegates' ACCLiverpool.com has a solution for you.

## Web Visitor Stats

Average Monthly Visits	<b>171,731</b>
Average Unique Monthly Visits	<b>109,388</b>
Average Page Views Per Visit	<b>6.2</b>

## Website Advertising

Customer Directory  
Event Page Static Adverts  
Home Page Static Adverts

\* We provide monthly statistics to partners



## E-Communication Opportunities

### Weekly & Pre-show E-blast

Echo Arena Liverpool is fast becoming one of the most popular concert and sporting venues in the UK. Since opening in January 2008 we have built a loyal customer database of a staggering 80,000 customers. Every Friday we communicate forthcoming events to our customers with a weekly, direct e-blast. We are offering commercial partners the opportunity to advertise your business on this weekly e-blast, direct and linking in with some fabulous forthcoming events. Don't miss out on this unique opportunity to connect with customers before they arrive!

Also prior to an event date, we send an e-mail out to ticket holders with pre-show information. With a potential reach of 11,000 customers guaranteed to be in the City on a certain show date, we offer advertising opportunities on this e-blast - ideal for pre or post show offers.

**Dan White, Commercial Manager**  
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\*All prices are excluding VAT

\* We have in house design solutions at an additional cost



## Venue Opportunities

With tens of thousands of visitors each month, ACC Liverpool offers fabulous poster advertising opportunities to promote your business to our visitors.

## Car Park Posters

Our multi storey car park provides a great opportunity to promote your business to customers at the point of arrival.

With over 90,000 visitors walking through the car park each month, this provides businesses with an excellent opportunity to target a diverse audience from concert goers and conference delegates to general local tenants, employees and short break tourists.

A3 Poster Sites  
60 x 40 Poster Sites

## Other Poster Sites

Echo Arena Liverpool has a 10,000 plus seated capacity with all wash rooms close to the seating areas. This offers a great opportunity to promote your business to our concert and event audiences. With approx 80 events to come in 2009 with top acts such as Beyonce, Andrea Bocelli and many more this is an advertising must for all.

We also have maximum impact 60x40 poster sites throughout our concourse.

A4 Poster sites (wash rooms)  
A3 Poster sites (wash rooms)  
60 x 40 Poster sites (concourse)

## Piazza Promotion

Target our customers directly with our 'Piazza Promotion'. We are offering commercial partners the opportunity to promote your business at certain events. Whether it be general information or product sampling, contact us today to discuss the events available.

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\* We have in house design solutions if required  
\*Poster sites are a minimum 3 month contract

