

ADVERTISING OPPORTUNITIES



Why advertise at the National Ice Centre & Capital FM Arena Nottingham?

The National Ice Centre and Capital FM Arena Nottingham is the East Midlands' premier entertainment, sports and leisure venue, based in the heart of a vibrant city centre.

Over one million visitors pass through our complex every year, attracted by an exciting array of activities on offer, from the biggest names in music and comedy to world class sporting action and daily public ice skating sessions.

This makes our venue the perfect place to showcase your brand and promote your business to a large audience in one of the region's leading leisure locations.



National Ice Centre

The National Ice Centre is a centre of excellence for ice sports, boasting two Olympic sized ice rinks. It is home to many of the country's brightest young skaters and is the training ground for the GB Short Track Speed Skating Squad and the GMB Nottingham Panthers Ice Hockey Team. This variety of sporting action, combined with daily public skating sessions, sees the NIC attracting over 300,000 visitors a year.

You can capture the attention of our varied customer base with a range of prime advertising sites located within our main ice skating rink, also visible from the T&D Café Bar.

Wall Banner

£3,500* per annum



290cm x 600cm

Internal Dashboard

£1,250* per annum



93cm x 300cm

External Dashboard

£1,000* per annum



115cm x 300cm



THE CAPITAL FM ARENA NOTTINGHAM

The Capital FM Arena Nottingham pulled in over 700,000 visitors in the last 12 months, all enjoying the ultimate entertainment experience.

The huge variety of events on offer means we have mass market appeal, with a broad customer demographic. This gives you the perfect opportunity to reach a wide audience with your advertising.

The prime locations available to your business are seen by thousands of Arena goers on a regular basis, who are here to see everything from their favourite band or comedian, to the latest family show or ice hockey match.

If it's a more targeted campaign you're looking for, you can reach audiences for specific shows and events with bespoke on and offline advertising packages.

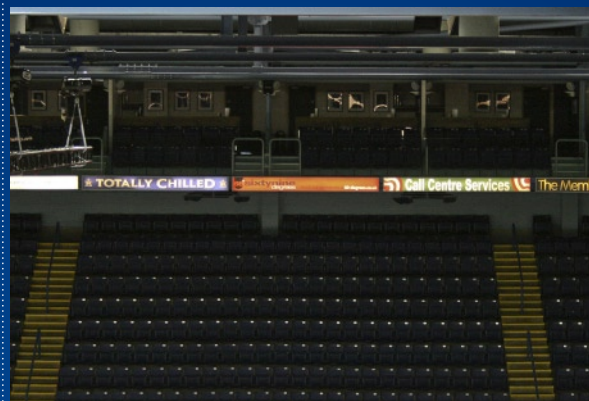
Arena Entranceway Branding

From £3,000 to £6000* per annum (dependant on location)



Arena Lightboxes

From £750* per annum



Giant External LED Advertising Screen

£1,000 per month



Arena Concourse Lightbox

£4,000* per annum



Arena Zamboni Branding

£2,500* per annum



Information Brochure Advert

From £1,000 per annum

The information brochure is sent to everyone who buys tickets for an event at the Capital FM Arena and offers advertisers various opportunities.



Online Marketing Opportunities

The Capital FM Arena Nottingham website attracts on average almost 140,000 unique visits per month, making it the ideal advertising platform for you to connect with our audience. There is limited advertising space available online, so your product will gain maximum impact to a wide cross section of web users.

Our site has a dedicated 'venue' section which offers visitors information on how to get here, and what they can do once they arrive in our city. This is an ideal space for you to advertise your hotel, bar or restaurant to thousands of potential customers looking for inspiration.

Bespoke advertising packages can be tailored to meet your needs using targeted email campaigns to specific show audiences. And with a wide range of events taking place at the Arena each year, there really is something for everyone.

Website Homepage Banner Advert

£3,500 per annum

Website Bars & Restaurants Section Banner Advert

£1,000 per annum

Website Hotels Section Banner Advert

£1,250 per annum

Email Campaign Banner Adverts

Banner advertising opportunities are available on all Capital FM Arena email campaigns. These include on-sale announcements and monthly 'What's on' emails

which are distributed to our entire database of 130,000 members, plus bespoke email campaigns which are targeted at ticket purchasers for a specific show.

On-Sale Announcement Email

THE CAPITAL FM ARENA NOTTINGHAM
34HR TICKET HOTLINE 08444 124 624

THE VENUE | GROUP BOOKINGS | HOSPITALITY EXPERIENCE | MEMBERS CLUB | CONFERENCE & EVENTS | NATIONAL ICE CENTRE

ARCTIC MONKEYS

with special guests
28 October 2011

We're delighted to announce that **Arctic Monkeys** will be taking to the stage for the second time at **Capital FM Arena Nottingham** this autumn. The indie rock band will be kicking off their nine-date UK arena tour at **Capital FM Arena Nottingham** on **Friday 28 October 2011**.

Following the release of their fourth studio album, 'Suck it and See' this week, the band play their first UK headline dates of 2011 in their hometown of Sheffield this weekend, before taking to the festival circuit later this summer. They'll be getting a lot of practice in before their arena tour in October, so it's safe to say that they're sure to put on a fantastic show!

Tickets for Arctic Monkeys' forthcoming tour will be on sale on **Friday 17 June at 9am** priced at **£29.50** (plus booking fee) and can be booked through our 24hr Ticket Hotline on **08444 124 624** [online](#) or in person at the Box Office, Bolero Square, The Lace Market, Nottingham.

Please note that under 14's must be accompanied by an adult aged 18 or over. No under 16's are allowed on the floor.

ROXY'S ROLLER DISCO | BATMAN LIVE | ALAN CARR | BRITAIN'S GOT TALENT | LEARN TO SKATE | JASON MANFORD

AN ICONIC PUB RETURNED TO ITS FORMER GLORY (Opposite Rother Gate car park)
SERVING A GREAT BRITISH MENU DAILY FROM 9AM
Mon - Thurs 2-9pm buy any main meal and get a free drink
"Foodie charm and traditional pub grub" - The Guardian
"Make no mistake, this place is now drop-dead gorgeous; an eminently place to have a pint" - LaTribune magazine
0115 941 2999
www.crosskeysnottingham.co.uk

TELL A FRIEND | UPDATE YOUR PROFILE | TWEET THIS EMAIL | LIKE THIS EMAIL

Please do not respond directly to this e-mail. The originating e-mail account is not monitored. If you have any questions please feel free to contact us and a member of staff will be happy to assist you.

WWW.CAPITALFMARENA.COM

Monthly 'What's On' Email

THE CAPITAL FM ARENA NOTTINGHAM
34HR TICKET HOTLINE 08444 124 624

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WHAT'S ON AT THE CAPITAL FM ARENA - SEPTEMBER 2011

LEE EVANS
8 - 12 September 2011
Tickets: SOLD OUT
Hospitality Experience: From £75
[More Information >](#)

BATMAN LIVE
15 - 18 September 2011
Tickets: From £20
Hospitality Experience: From £80
[More Information >](#)
[Buy Tickets: Now >](#)

ADCC INTERNATIONAL TOURNAMENT
24 & 25 September 2011
Tickets: From £40
Tickets for this event cannot be bought online, please call 08444 124 624 or visit our box office.
[More Information >](#)

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BATMAN LIVE | DISNEY ON ICE | CLIFF RICHARD | BOB DYLAN | PARENT & TODDLER | ALAN CARR

Looking for Private Medical Insurance?
▶ FREE cover for 3 months ▶ Upto 69% no claims discount
▶ Pay for your first child and others are covered FREE

Take advantage of this offer today, click or call: **0330 660 0096** www.quotter.co.uk

Enjoy a cool 25% off room hire this summer

National Ice Centre
Conferences and Events

Please do not respond directly to this e-mail. The originating e-mail account is not monitored. If you have any questions please feel free to contact us and a member of staff will be happy to assist you.

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Pre-Event Email

THE CAPITAL FM ARENA NOTTINGHAM
34HR TICKET HOTLINE 08444 124 624

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IRON MAIDEN

27 July 2011

We're proud to welcome rock legends **Iron Maiden** back to **Capital FM Arena Nottingham** on **Wednesday 27 July 2011**. For the first time in many years, the band will be playing shows across the full length and breadth of the UK, including places they've not visited for up to three decades!

Tickets are still available for your friends and family to join you to see **The Final Frontier World Tour**, priced from **£37.50** (plus booking fee) and can be purchased [online](#) or via our 24 hour ticket hotline on **08444 124 624**.

Celebrating something special?
Why not upgrade your tickets with a choice of hospitality packages...

Bolero Premier Seating Experience - £85 per person

- Seats in a premium location of the Arena, which are right at the heart of the action and offer some of the best views of the stage
- Access to our exclusive Directors Bar (situated at the end of the concourse near block 16) where you can enjoy a drink in a relaxed atmosphere, away from the crowds
- A welcome drink upon arrival to the Bolero Suite
- A gourmet beef burger with parmesan wedges, served in our Bolero Suite prior to the show
- No additional booking fee

To upgrade your current tickets or to purchase additional seats for the real star treatment, give our dedicated Hospitality Team a call on **0843 373 3000** (selecting option 1, option 2, option 2) or send them an [email](#). Please note office hours are Mon - Fri, 9am - 6pm.

It's easy [getting to](#) Capital FM Arena Nottingham and there are great transport links - take your pick from cars, buses, trams, trains or planes! If you're coming by car, then the city has over **3,370 parking spaces** all within an easy 10 minute walk. There are also some fabulous [restaurants](#) and [hotels](#) surrounding the venue!

Don't forget you can have a pre-show drink or bite to eat in our **T&D Cafe Bar** inside the Arena!

MICHAEL MONTYRE | LEARN TO SKATE | BRITAIN'S GOT TALENT | ROXY'S ROLLER DISCO | DOLLY PARTON | ENRIQUE IGLESIAS

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WWW.CAPITALFMARENA.COM

From £100 to £500 per email (dependent on banner size and campaign audience)

Contact us

To discuss the advertising opportunities available at the National Ice Centre & Capital FM Arena Nottingham in more detail, or to arrange a tour of the venue please contact:



Advertising Sales Team

Tel: 0115 853 3015

Email: sales@national-ice-centre.com

