

Household Waste Recycling Centres

Several of our largest and busiest Household Waste Recycling Centres (HWRCs) in Hampshire offer advertising space for local businesses to promote their services to residents.

Each site sees up to 1,000 vehicles per day and collectively they have over 1.25 million visitors per year. Large advertisement boards are displayed in prime positions in full view of customers in stacking lanes and parking bays.

Hampshire County Council provides HWRCs across the county for householders to recycle or dispose of their bulky household and garden waste. These modern, clean sites recycle an average of more than 60% of the waste brought into them.



Advertising space is sold on a monthly basis (minimum of three months) with a discount for booking a full year.

| Site location | Postcode | Average visits per day * | Average visits per day at peak times ** |
|---------------|----------|--------------------------|---|
| Alton | GU34 2QE | 469 | 543 |
| Andover | SP10 5NU | 630 | 984 |
| Basingstoke | RG24 8PL | 789 | 938 |
| Eastleigh | SO53 3YU | NEW | NEW |
| Gosport | PO13 8AS | 794 | 925 |
| Havant | PO19 1HR | 525 | 925 |
| Segensworth | PO15 5TS | 852 | 925 |
| Waterlooville | PO7 7FZ | 630 | 984 |

*Visitor counts are taken from the ANPR (Automatic Number Plate Recognition) system.

**Peak times are summer weekends (1 April – 30 September).

RATE CARD

Household Waste Recycling Centres

| HWRC | Size | Duration | Rate |
|---|--|---------------------------------|------|
| Choice of eight sites | 1600 x 1200 mm (landscape) | Per month (minimum of 3 months) | £50 |
| Discount for new advertisers or booking 12 months | 10% | | |
| Discount for multiple sites | Please contact us to discuss your requirements | | |
| Production and installation | | | £175 |

All prices are subject to VAT. If you work in partnership with Hampshire County Council please contact us to discuss partner rates.



Artwork dimensions



1600 x 1200 mm (landscape)
5 mm Foamex board laminated
with anti-graffiti film

Artwork specifications

Advertisements must be supplied in CMYK format – all spot colours must be converted to four colour process.

Artwork to be supplied, sized ready to print, as either:

- High resolution (300dpi) PDF file with embedded fonts
- EPS file with embedded fonts and images

The life of the 5 mm Foamex board is guaranteed for 12 months.

TO BOOK

CALL 0370 779 1066

EMAIL advertising@hants.gov.uk