ADVERTISE AT

BARBICAN

Sports Complex

Outdoor media · Field-side banners · Digital engagement · Event branding

CLIENT MEDIA KIT & RATE SHEET

2026 / 2027

ADD YOUR LOGO HERE



PROLIFIQ

Your brand, inside a working sports venue

5,000

estimated complex visits monthly

1,500

monthly turf players within venue traffic

21

launch advertising spaces for booking

A focused local audience

Reach players, families, club supporters, event attendees and visitors through repeated exposure at entry, parking and playing-field touchpoints.

Venue figures supplied by the operator. Monthly player activity is included in total venue traffic; it is not additional reach. Audience delivery is not guaranteed.

Five locations. One coordinated campaign.



A **ENTRANCE & DRIVEWAY**

4 spaces

B **GAME DAY BOARDS FAN VIEW**

8 spaces

C **DIGITAL BOARD + KIOSK**
PICK UP/DROP OFF AREA (NAV MAP)

8 spaces

D **GAME DAY BOARDS - STREAM VIEW**

6 spaces

E **PARKING LOT BILLBOARD**

2 spaces

GROUND SIGNS AND PARKING SIGNS

10 Spaces

Map is indicative. Four additional field positions are reserved for official club sponsors and are not listed as general inventory.

Physical advertising | Monthly placement rates

ADVERTISING POSITION	ZONE	SPACES	PRICE / MONTH
Entrance presenting position	A	1	US$450
Driveway banner panel	A	3	US$150
VIP parking sign	E	2	US$250
Westfield advertising banner	D	8	US$200
East field advertising banner	B	6	US$250
Social kiosk advertising panel	C	1	US$400

21 advertising spaces | Minimum booking: 3 months | Printed artwork and installation billed separately

Simple packages for different visibility goals

LOCAL

From US$150 / mo

Driveway advertising banner

For businesses seeking a consistent on-site presence.

FIELD

From US$200 / mo

West-side field banner

Visible to venue users and in selected approved event media.

PRIME

From US$250 / mo

VIP parking / east field

Higher-profile arrival or field-side position.

SIGNATURE

From US$400 / mo

Kiosk or entrance position

High-attention location with custom campaign potential.

Multiple locations, annual bookings, category exclusivity and event packages are quoted individually.

Go beyond a banner with measurable engagement

ONE DIGITAL

QR / NFC campaign engagement

From US$50/month

Campaign landing pages, scans, opt-in enquiries and a summary report. Setup may be extra.

ONLINE MEDIA

Website sponsor placement

US$150/month*

Sponsor tile on approved club digital properties, subject to final inventory.

EVENT ACTIVATION

Seasonal brand or event takeover

Custom quote

Venue access, temporary branding and onsite campaign management.

CONTENT

Player / official promotion

Custom quote

Subject to consent, club approval, content scope and media rights.

*Planned digital placement; activation depends on approval and technical availability. Advertising reach and conversion are not guaranteed.

Print production estimated costs + Installation

PRINT MATERIAL	SIZE	APPROX. USD
Outdoor vinyl banner	2ft × 4ft	US$70
Outdoor vinyl banner	3ft × 8ft	US$180
Outdoor vinyl banner	4ft × 8ft	US$230
Coroplast outdoor sign	24in × 36in	US$30
Coroplast outdoor sign	24in × 48in	US$70
Laminated coroplast sign	24in × 36in	US$110

PRINT-ONLY ESTIMATES Artwork, mesh substitution, frames, delivery, mounting and installation are quoted separately.

Booking steps and standard commercial terms

01

SELECT

Choose your preferred location and campaign term.

02

CONFIRM

Receive availability confirmation, scope and written quotation.

03

APPROVE

Approve artwork, pay invoice and confirm installation date.

04

LAUNCH

Campaign goes live after club and any required permit approvals.

STANDARD TERMS

- 3-month minimum booking
- Monthly placement paid in advance
- Production & installation payable before work begins
- Annual media-only discount: 10% with signed 12-month contract
- Approval, safety, content and category restrictions apply

All placements subject to availability, final site specifications, property rights and required permits. Media rates exclude production and applicable taxes.

LET YOUR BRAND

TAKE THE FIELD.

Request a site viewing, availability confirmation or a tailored quotation for your next campaign.

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