

2026 Advertising Media Pack



External Tram Advertising



Align your brand with the iconic Blackpool Tramway with our fantastic new tram advertising options.

Now sold directly through Blackpool Transport, we can deliver direct exposure to millions of residents and visitors in the resort and along 11 miles of the Fylde coastline.

Blackpool Tramway in numbers:



18 low-floor trams in the current fleet



5 carriages on each tram



5 million customers carried each year



10 minute frequency past the busiest footfall locations such as the Tower and North Station



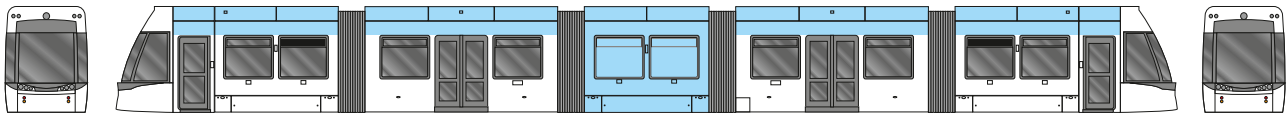
11 miles of route serving Fleetwood, Cleveleys, Bispham and Starr Gate



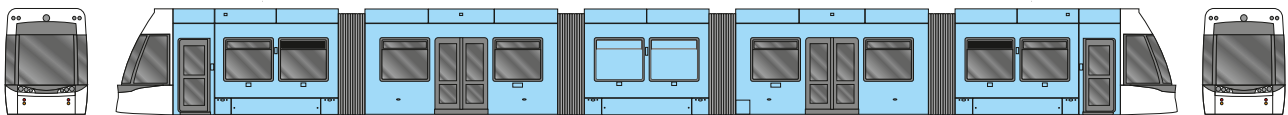
External Tram Advertising

We offer 'T-bar' branding including a fully wrapped centre section through to fully wrapped trams including the cab ends.

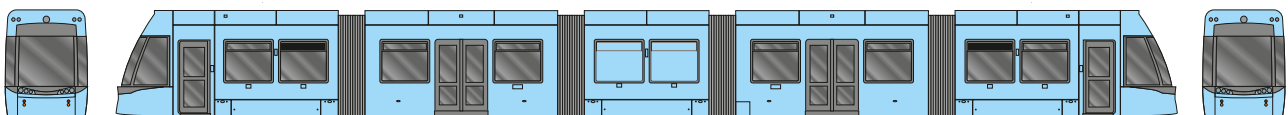
Internal branding options are also available.



T Bar Promotional Wrap



Slab Wrap



Full Wrap

External tram wraps	Production & fitting		Media	
			per month	12 months
T-Bar	1- 6 months	£5,600	£800	
	6 months - 12 months	£6,290	£750	
	12 months +	£7,310		£8,500
Full wrap - excluding ends	1- 6 months	£9,490	£1,000	
	6 months - 12 months	£10,950	£900	
	12 months +	£12,850		£11,000
Full wrap - including ends	1- 6 months	£11,440	£1,200	
	6 months - 12 months	£12,890	£1,100	
	12 months +	£14,870		£12,000

Production and fitting rates are NET (no media agency discounts).

Media rates are GROSS (before any media agency discounts).

Further media rate discounts are available for agency bookings, multiple trams and long-term campaigns.

All rates shown are plus VAT

**For more information and to check availability
please email sales@blackpooltransport.com**

Bus Advertising



External bus wraps	Production & fitting		Media		
			3 month	6 months	12 months
Double Deck Rear	minimum 3 months	£1,308	£1,100	£1,800	£2,900
Double Deck Full Wrap	minimum 3 months	£4,290	£1,500	£2,500	£4,500
Single Deck Rear	minimum 3 months	£1,140	£850	£1,400	£2,400
Single Deck Full Wrap	minimum 3 months	£3,445	£1,200	£1,900	£3,400

Internal bus cove panels	Production & fitting		Media		
			1 month	3 months	12 months
20 sites	minimum 1 month	£420	£450	£1,200	£3,900
50 sites	minimum 1 month	£980	£750	£1,950	£6,200
Full bus takeover (11 sites)	minimum 1 month	£240	£250	£650	£2,200

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All rates shown are plus VAT*

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