

SAVE ABERDEEN ARTS CENTRE



Advertising Opportunities

Keep the spotlight shining on
your creative community

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Where Creativity, Community and Careers Begin

In May 2025, Castlegate Arts Ltd launched the **Save Aberdeen Arts Centre** campaign.

An outpouring of community and corporate support has kept the doors open for another year. Now, the Arts Centre is *safer...* but not *safe*.

We need your continued support to ensure the Arts Centre remains open for future generations as we move towards sustainability and stability.

So why should you invest in the arts?

Because places like Aberdeen Arts Centre are shaping the workforce of tomorrow. Through creative programmes, young people develop the skills businesses value most: **communication, resilience, adaptability, leadership, and confidence**.

These are not just performance skills – they're life skills, foundational to success in any industry.

Participants leave our workshops not just with memories of performance, but with **the ability to speak up, work in teams, solve problems creatively, and manage pressure** – qualities employers seek across every sector, from energy to education, hospitality to healthcare.

By supporting Aberdeen Arts Centre, you are investing in a **pipeline of prepared, passionate and capable individuals** ready to contribute to the region's economic and social future.

This is more than a venue. It's a launchpad for potential, a home for creativity, and a training ground for life.

Keep the spotlight shining on your creative community. #SaveAberdeenArtsCentre



93% of local performing groups said their work at Aberdeen Arts Centre led to increased confidence amongst participants.



92.2% of audience members said Aberdeen Arts Centre is an important part of Aberdeen's cultural offering.

Advertising Packages

What's On Guide

Our What's On guides are printed three times per year and distributed across Aberdeen. Get your brand in front of an engaged, community-minded audience.

Venue Screens

Include your advert in the slideshow on our screens in the foyer, box office and Café Bar – on display during every show and event.

Auditorium Screen

Include your advert in the slideshow on the screen in our auditorium – on display during shows and events.

Format	Size/ Location	Investment	Sizes
Print	Double Page	£1,500 per edition	297x210mm
	Full Page	£1,000 per edition	148x210mm
	Half Page	£750 per edition	148x105mm
Digital	Auditorium Screen	£500 per month	16:9
	Venue Screens	£250 per month	16:9

Pay for two months/editions get one free!

Terms & Conditions

Available January-November (excluding pantomime). Auditorium screen may not be available during select shows due to staging requirements. Prices exclusive of VAT.

Pantomime Advertising

Venue Screens

Include your advert in the slideshow on our screens in the foyer, box office and Café Bar – on display during every show.

Auditorium Screen

Include your advert in the slideshow on the screen in our auditorium – on display during every show.

Cast Sheet

Cast sheets are offered free to all audience members throughout panto season, giving key information about the show. Only one advertising space available.

Digital Programme

Digital programmes will be available to all audience members throughout panto season via QR codes on cast sheets and posters in the venue.

6,806

Audience members
in 2025

36+

Performances
in 2026

Format	Size/ Location	Investment	Sizes
Print	Cast Sheet	£1,000	210x148mm
Digital	Auditorium Screen	£1,000	16:9
	Venue Screens	£500	16:9
	Digital Programme	£400	Video Ad
	Digital Programme	£250	Image Ad

Book two advertising options and get 10% off.
Book three or more and get 20% off.

Terms & Conditions

Available during November-December (during pantomime). Prices exclusive of VAT.

ABERDEEN ARTS IN NUMBERS CENTRE

35 

Local performing groups supported

13.3k

 Active website users per month

15.5k

Followers on social media 

163

Public performances in 2025

 545

Tickets sold for 2025 Creative Learning programme

 10k

Email mailing list subscribers

12 

Professional artists supported in 2025

33k

Tickets sold in 2025 