



Royal Naval
Dockyard

Advertising Media Kit

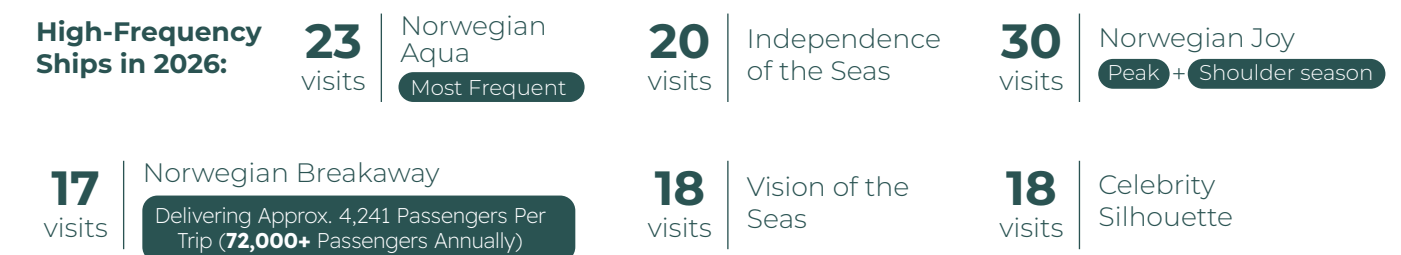
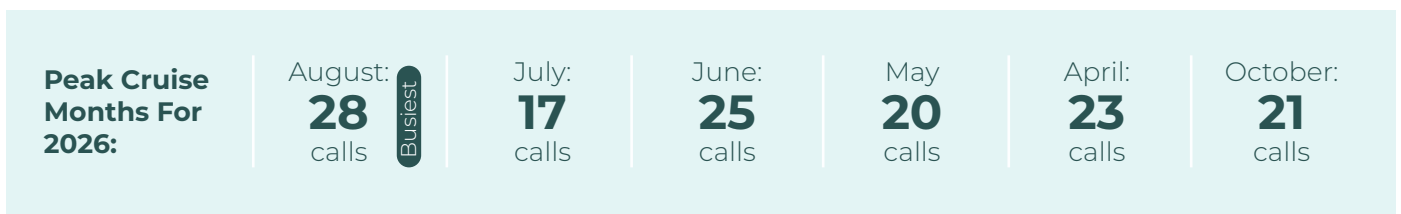
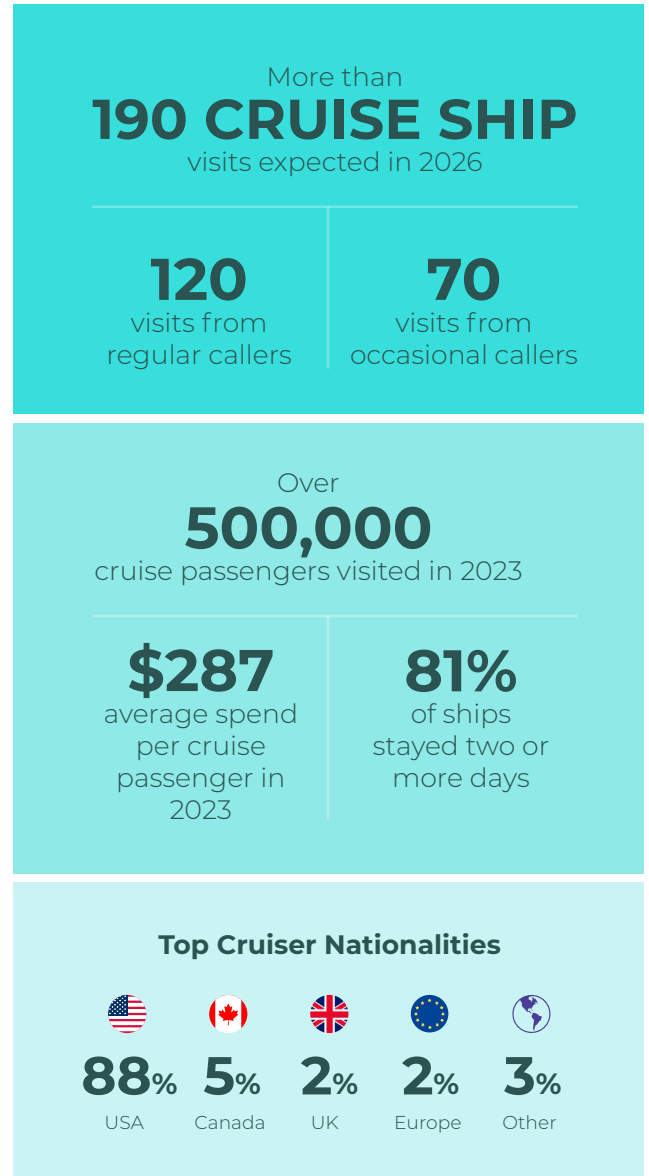
Introduction

The Royal Naval Dockyard, originally constructed as a strategic British naval base, is now Bermuda's premier visitor destination. Home to attractions, dining, shopping, arts, events, and adventure activities. As the island's busiest cruise hub, the Dockyard welcomes thousands of visitors daily during the cruise season and continues to grow in importance as Bermuda's central tourism gateway.

With cruise operations scheduled exclusively from Dockyard during ongoing island-wide renovations, brands have an unparalleled opportunity to place themselves directly in the path of millions of impressions annually.

Why the West End?

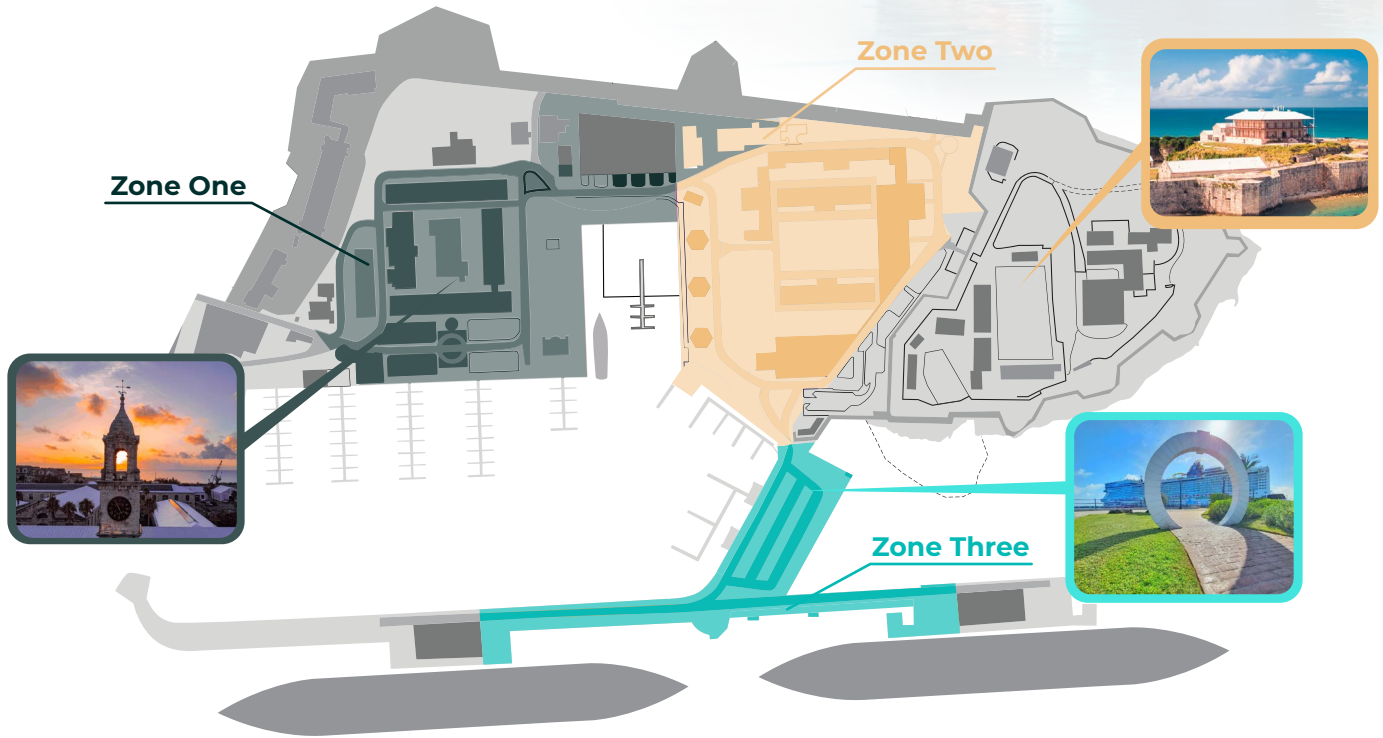
The Dockyard is the epicenter of Bermuda's cruise tourism industry. New data projects a significant increase in cruise visits in 2026.



These numbers reinforce Dockyard's growing visibility and value as Bermuda's premier advertising location.

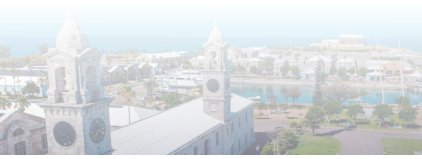
Advertising Zones Overview

The Royal Naval Dockyard is divided into three high-traffic advertising zones, each designed to maximize visibility:



Zone One

The main entrance/exit for all visitors arriving by bus, taxi, bike, or foot. Includes Clocktower Mall, one of the busiest indoor areas on the island.



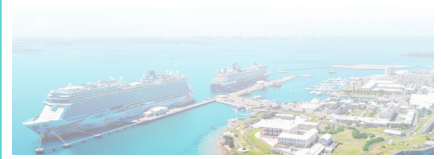
Zone Two

High pedestrian flow leading to the National Museum, Victualling Yard, and ferry terminal. Crucial for brands targeting visitors arriving from or traveling to Hamilton.



Zone Three

The primary cruise passenger zone at Heritage and King's Wharf. This is the first point of contact for arriving cruise guests and crew.



Zone One





Wall Arch

Pricing

1 Year

per month	\$250
per year	\$3,000

2 Years (5% Discount)

per month	\$237.50
per year	\$2,850

3 Years (10% Discount)

per month	\$237.50
per year	\$2,850

Dimensions

Vary

Wall Arch

Clocktower Mall

Pricing

1 Year

per month	\$300
per year	\$3,600

2 Years (5% Discount)


per month	\$285
per year	\$3,420

3 Years (10% Discount)

per month	\$270
per year	\$3,240

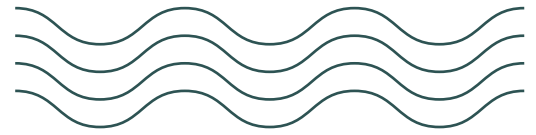
Dimensions

62" W x 96" H



Advertising costs do NOT include the creation or installation of the advertisement. All designs, printing and installation must be privately sourced by the advertiser. Dimensions are approximate. Exact measurements will be provided in the advertising license. Dockyard offers the ability to design custom advertising installations. Brands may propose unique formats, placements, and activation concepts to capture visitor attention. Consult us about this additional service.

Zone One





Triple Wall Panel Clocktower Mall

Pricing

1 Year	
per month	\$500
per year	\$6,000
2 Years (5% Discount)	
per month	\$475
per year	\$5,700
3 Years (10% Discount)	
per month	\$450
per year	\$5,400

Dimensions

33.25" W x 64" H
per panel

Digital Screen Parade East Clocktower Mall


- Digital Ad up to 30 seconds.
- Contracts are per 3 months.

Pricing

3 Months	\$750
6 Months	\$1,500
1 Year	\$3,000

Dimensions

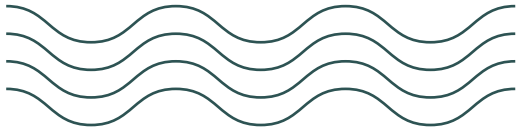
1920px x 1080px



*Digital adverts may consist of an image or video that will run for a duration of up to 30 seconds. Advertising fee does include assistance with the creation of the advert given that advertiser supplies all logos and assets.
 **Note digital advert will not include sound
 ***All digital fees must be paid upfront and in increments of 3 months.

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Zone One



**Digital Screen
Parade East
Clocktower Mall**

- Digital Ad up to 30 seconds.
- Contracts are per 3 months.

Pricing

3 Months	\$750
6 Months	\$1,500
1 Year	\$3,000

Format

1920px x 1080px

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Zone Two



Digital Advertising Information Kiosk

- Digital Ad up to 30 seconds.
- Contracts are per 3 months.

Pricing

3 Months	\$750
6 Months	\$1,500
1 Year	\$3,000

Format

1920px x 1080px

Railing Sign Ferry Terminal

Pricing

1 Year	
per month	\$250
per year	\$3,000

2 Years (5% Discount)	
per month	\$237.50
per year	\$2,850

3 Years (10% Discount)	
per month	\$225
per year	\$2,700

Dimensions

62" W x 96" H



Advertising costs do NOT include the creation or installation of the advertisement. All designs, printing and installation must be privately sourced by the advertiser. Dimensions are approximate. Exact measurements will be provided in the advertising license. Dockyard offers the ability to design custom advertising installations. Brands may propose unique formats, placements, and activation concepts to capture visitor attention. Consult us about this additional service.

Zone Two



Wall Arch

Pricing


1 Year	
per month	\$350
per year	\$4,200
2 Years (5% Discount)	
per month	\$332.50
per year	\$3,990
3 Years (10% Discount)	
per month	\$315
per year	\$3,780

Dimensions

104" W x 92" H

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Zone Three

Railing Sign Cruise Ship Pier

Pricing

1 Year
per month \$250
per year \$3,000

2 Years (5% Discount)
per month \$237.50
per year \$2,850

3 Years (10% Discount)
per month \$225
per year \$2,700

Dimensions

85" W x 15" H

Railing Sign Heritage Wharf

Pricing


1 Year
per month \$250
per year \$3,000

2 Years (5% Discount)
per month \$237.50
per year \$2,850

3 Years (10% Discount)
per month \$225
per year \$2,700

Dimensions

85" W x 15" H



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Zone Three



Wall Panels Heritage Wharf

Single Panel

Pricing

1 Year

per month	\$500
per year	\$6,000

2 Years (5% Discount)

per month	\$475
per year	\$5,700

3 Years (10% Discount)

per month	\$450
per year	\$5,400

Dimensions

48" W x 98" H

Double Panel

Pricing

1 Year

per month	\$750
per year	\$9,000

2 Years (5% Discount)

per month	\$712.50
per year	\$8,550

3 Years (10% Discount)

per month	\$675
per year	\$8,100

Dimensions

116" W x 98" H



Window Panels Heritage Wharf



Single Panel

Pricing

1 Year

per month	\$500
per year	\$6,000

2 Years (5% Discount)

per month	\$475
per year	\$5,700

3 Years (10% Discount)

per month	\$450
per year	\$5,400

Dimensions

48" W x 98" H

Double Panel

Pricing

1 Year

per month	\$750
per year	\$9,000

2 Years (5% Discount)

per month	\$712.50
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3 Years (10% Discount)

per month	\$675
per year	\$8,100

Dimensions

116" W x 98" H

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