

# ***promogroup***

Product: **Promobikes**

Distribution: **Nationwide**

## **Promobikes**

Promobikes are state of the art recumbent quad advertising bikes. The Promobike integrated A-Frame enables the advertiser using the ad bike to take their message directly to their audience using two six-sheet posters. These compact advertising bikes are manufactured in house exclusively by Promobikes Ltd.

This innovative, eye catching 'street' advertising medium attracts attention wherever it goes, delivering high-impact impressions at a very low cost per thousand.

Promobike riders can be dressed in branded clothing and can make your campaign more accountable, as well as enhance it at no extra cost, by handing out leaflets or product samples. The riders carry mobile photo phones and GPS units for full accountability.

Promobikes can target City/Town Centres, Site/Store/Shop openings, Sports events, Shows, Exhibitions, Concerts, Product launches, Promotions, Product Sampling.

- Enthusiastic, self motivated, experienced riders.
- Promobikes offer national, regional or local campaigns.
- Audio/CD systems on board for corporate message.
- Lights and back lighting system for evening and winter work.
- All weather and seasons operation.
- Professional service - post campaign analysis along with summary and photos of the bikes on location.
- Competitive pricing which includes the rider costs.
- State-of-the art bikes; lighter, less bulky, sportier and more transportable than other models available, at less cost than our competitors.
- Rider and bike insured for personal, property and public liability.



**Promogroup Ltd, Unit 8 River Reach, Gartons Way, London, SW11 3SX.**

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## Costs:

Media Costs	
<b>Mobile units</b>	
Duration of campaign	Cost per bike per day
1 day	£350
2-5 days	£330
6-10 days	£310
11+ days	£290
<b>Production Costs</b>	
£150 per set of posters. (1 set = 2 posters). The posters are 6-sheet size 6ft x 4ft or (1800mm x 1200mm portrait).	
Prices are subject to VAT at the prevailing rate. Listed above is our standard tariff, although we will always look at the content of the campaign and tailor costs dependent on distance and daily activity requirements. 1 day = 8 hours (additional hours charged at £35 per hour) Transport costs may apply depending on the duration/location of the campaign.	

## Artwork Specifications:

All artwork specifications can be found on the Promogroup website  
<http://www.promobikes.co.uk/art/promobikes.shtml>

Each Promobike takes two 6-sheet posters (one on each side of the advertising frame). This is the same size as a bus stop advertising poster (1800 x 1200mm) Portrait. You need not work to finished size, as we will scale your artwork up before printing. We do recommend you produce artwork to scale and in proportion to the final size i.e between the ratios of 1:1 & 1:20.  
For example, artwork produced at 1:10 (10%) = 180mm x 120mm Portrait.

We require seven working days from receipt of artwork, either by Isdn, on disc, email or up loaded to our ftp server to ensure production and installation on time.  
Using Adobe Creative Suite, Illustrator, InDesign, Photoshop, Acrobat PDF, QuarkXpress & QuarkXpress Passport, Macromedia Freehand, Coreldraw.

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