

promogroup

Product: **Promopeople and Promobanners**

Distribution: **Nationwide**

Promopeople

Sometimes the best way of marketing your product or service, is by ensuring enough people are delivering your message.

We provide Promopeople where ever there is a need for the 'warm flesh' approach. The Promopeople can also wear sandwich boards to help reinforce the message and can operate either stand alone or en masse.

Promobanners

If you want to add additional impact to your promotional people then try our Promobanners. These A1 size poster boards are elevated above the individual, allowing your message to stand out in crowded areas with the Promopeople distributing:

- Leaflets
- Product samples
- Discount vouchers
- Directions

The Promopeople and Promobanners can target areas such as:

- Shopping Centres
- Exhibitions and conferences
- Concerts
- Sports Events
- Bus/Tube/Train Stations
- Pedestrianised Areas
- Campus Events
- Store openings



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Tel: 01423 323 223 (Harrogate)
Fax: 020 7978 6394
Email: info@promogroup.co.uk
Website: www.promogroup.co.uk



Costs:

Media Costs	
Duration of campaign	Cost per person/banner per day
1 day	£210
2-5 days	£190
6-10 days	£175
11+ days	£165

Production Costs
£120 per set of posters. (1 set = 2 posters).

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) Minimum of 2 days outside the M25 Transport costs may apply depending on duration/location of the campaign.

Artwork Specifications:

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

Promobanners are comprised of two A1 size posters.
(841mm x 594mm Landscape orientation) mounted on Correx and attached to the end of lightweight aluminium poles.

You need not work to finished size, as we will scale your artwork up before printing. We do recommend your designer produces artwork to scale and in proportion to the final size i.e between the ratios of 1:1 & 1:20.

Using Adobe Creative Suite, Illustrator, InDesign, Photoshop, Acrobat PDF, QuarkXpress & QuarkXpress Passport, Macromedia Freehand, Coreldraw.

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