

promogroup

Product: **Promoscooters**

Distribution: **Nationwide**

Promoscooters

Promoscooters offer an alternative to the advertising bikes and vans. Like the Promobikes, the Promoscooters can access the very heart of towns and cities through out the UK. They can also operate on the more out of town locations such as retail parks, ring roads, business parks etc. The bikes are fitted with a music/CD system and have back lighting for evening/night time promotions. Promoscooters can be tracked by GPS.

Each Promoscooter takes 2x 6-sheet posters (bus stop size posters).

The benefits

- Innovative and eye-catching medium
- Accessibility to areas of high pedestrian activity
- Distribution of leaflets/flyers/product samples
- Nationwide
- Target competitors business
- Very cost effective

Uses

- Site store openings
- Exhibitions/shows
- Concerts
- Product launches
- Recruitment
- Sports events



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

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Tel: 01423 323 223 (Harrogate)
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Website: www.promogroup.co.uk



Costs:

Media Costs	
Mobile units	
Duration of campaign	Cost per scooter per day
1 day	£350
2-5 days	£330
6-10 days	£310
11+ days	£290
Production Costs	
£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/promoscooters.shtml>

Each Promoscooter 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. 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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