

promogroup

Product: **Promotrailers & Promo mini-trailers**

Distribution: **Nationwide**

Promotrailers

Promogroup also offer Promotrailers which can be used for static promotional campaigns. Whereas the Promovans tend to be mobile and can go from location to location the Promotrailers may be parked on private property and used for long or short term.

The Promotrailers have an advantage due to the fact they are not manned they can be left in-situ all day and night so extending the duration and exposure of the advertising campaign.

Promotrailers are 'A' Frame 48-sheets like the Promovans.

Both present maximum impact at minimum cost. Promotrailers can be used to announce new store openings, change of address, product launches, special events etc There can be no doubt that when faced by a huge 20ft x 10ft advert, people will see it and will read it!

Promo mini-trailers

Promo mini-trailers can be used both for static and mobile campaigns. They are able to get into those difficult locations such as retail parks, High Streets and other height restricted areas.

They are congestion friendly, ideal for inner city promotions and offer very attractive artwork costing. The back lighting is ideal for evening work like bars or night clubs and also for those early dark winter evenings.

If you are looking for a product that will be seen as an extension of your brand, then Promo mini-trailers are the answer.



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

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Email: info@promogroup.co.uk
Website: www.promogroup.co.uk



Costs

Media Costs			
Promotrailer		Promo mini-trailer	
Duration of campaign	Promotrailer Static	Promo mini-trailer static	Promo mini-trailer mobile
1-14 days	£150 per day	£110 per day	£290
15-31 days	£100 per day	£70 per day	£270
1 month +	£1750 per month	£1,200 per month	£250

Production Costs	
Promotrailer	- £550 per set of posters. (1 set = 2 posters). (20ft x10ft)
Promo mini-trailer	- £320 per set of posters. (1 set = 2 posters). (10ft x 5ft)

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 duration/location of the campaign.

Artwork

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

Promotrailer - The posters are 48-sheet size 6096mm x 3048mm (20ft x 10ft) Landscape

Promo mini-trailer - The posters are 3000mm x 1500mm (10ft x 5ft) Landscape

We require 7 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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