

# ***promogroup***

Product: **Promovans**

Distribution: **Nationwide**

## **Promovans**

Promogroup has one of the UK's largest and newest fleet of advertising vans. We offer two types of advertising vans - Back-lit 48-sheet vans or standard 'A' Frame 48-sheet Promovans.

Both present maximum impact at minimum cost.

Promovans specialise in promoting your business, client, product, corporate image or special events.

Promovans operate Nationwide utilising our bases in London, Harrogate and Edinburgh. Promovans are used as mobile billboards but can equally be used in a stationary manner to promote your message. Unlike a lot of mediums, we can put your message where you want it, when you want it, ensuring the audience you want to attract is targeted.

By being completely mobile we can place your advertisement in high profile locations where your audience are or your competitors operate, such as main routes into towns, busy carriageways, high streets, retail parks and shopping centres. There is no doubt that when faced by a huge 20ft x 10ft advert, people will see it and will read it!

The Promovans offer back lighting for night work.

Our drivers are all equipped with mobile phones, digital cameras, activity sheets and GPS navigation and GPS satellite tracking. The client or agency can track the vehicle through 3rd party remote access and viewing. All this adds to the accountability whilst demonstrating Promogroups continued commitment to producing quantifiable data, to help analyse successful and cost effective campaigns.



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

**Tel: 0845 080 1952 or 020 7978 6399 (London)**  
**Tel: 01423 323 223 (Harrogate)**  
**Fax: 020 7978 6394**  
**Email: [info@promogroup.co.uk](mailto:info@promogroup.co.uk)**  
**Website: [www.promogroup.co.uk](http://www.promogroup.co.uk)**



## Costs:

Media Costs	
<b>Mobile units</b>	
Duration of campaign	Cost per van per day
1 day	£350
2-5 days	£330
6-10 days	£310
11+ days	£290
<b>Production Costs</b>	
£550 per set of posters. (1 set = 2 posters). The posters are 48-sheet size 6096mm x 3048mm (20ft x 10ft) Landscape PVC Vinyl long-life 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) 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/promovans.shtml>

Whether plain text or photographic images, the finished product will provide you with superb colour and effect and should you wish any artwork that is date or location sensitive, we can produce that section in vinyl graphics, which can be altered for further use, saving hundreds of pounds on subsequent campaigns.

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.

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

**Tel: 0845 080 1952 or 020 7978 6399 (London)**  
**Tel: 01423 323 223 (Harrogate)**  
**Fax: 020 7978 6394**  
**Email: [info@promogroup.co.uk](mailto:info@promogroup.co.uk)**  
**Website: [www.promogroup.co.uk](http://www.promogroup.co.uk)**