

# promogroup

Product: **Promodigital vans**

Distribution: **Nationwide**

## Promodigital vans

Along with standard Promovans and Back lit Promovans Promogroup has added Promodigital vans to its fleet to help promote your brand to the market.

Promogroup offer access to the largest fleet of digital vans in the UK, with each vehicle unique to the market place in that they carry 3 screens (both sides & rear).

From our bases in London and Harrogate Promo digital vans work nationwide to flexibly carry your targeted advertising into high footfall areas with maximum impact producing a high return on investment.

Promodigital vans have shown their power of delivery by successfully executing campaigns for private and public companies and the public sector.

Promodigital vans appeal to both the visual and audio senses using either video or animated images (slide shows) coupled with digital sound.

The innovative technology allows us to upload content to each vehicle regardless of location and can cater for broadcast at live events.

Promodigital vans can be tracked by GPS technology allowing full monitoring of their movements and the production of reports to demonstrate full accountability.

Promodigital vans can be used for day or night time campaigns.

Promodigital van benefits:

- Enhanced audio system
- Alter your adverts from your PC real time
- Bluetooth enabled
- Game console enabled
- Internet access enabled

Other uses include:

- Corporate/business events
- Private functions



**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**  
**Website: www.promogroup.co.uk**

# promogroup

## Costs:

Media Costs	
Duration of campaign	Cost per van per day
1 day	£990
2-5 days	£950
6-10 days	£900
11+ days	£850

- Prices are subject to VAT at the prevailing rate.
- 1 day = 8 hours (additional hours charged at £90 per hour)
- Includes driver and insurance.
- Transport and accommodation costs are all included in the above prices.

## Artwork Specifications:

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

### Technical Information:

Our systems use the latest in digital media innovation. To this end we have ensured that our video playback systems utilise the best video reproduction equipment.

MPEG – 2 is our medium of choice.

This is a method of video compression used in DVD Technology, which has been proven consistently high quality. We recommend that our customers send us video data M<PEG 2 Program Stream (.mpg) with the following profile.

### Video:

- 720 x 576 (PAL) resolution.
- 4:3 Aspect ratio
- 25 frames per second/50 fields per second
- Minimum 1 mbit/sec
- Maximum 15mbit/sec
- Recommended 8mbit/sec

### Audio:

- MPEG layer 2 Audio
- Stereo
- 128 kbit/sec – 384 kbit/sec
- 

You can even transfer the data securely to us over the internet, saving costs on DVD/CD mastering costs and to further improve our services our aim is to update our display system to HD (High Definition) with in the next few months.

**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**  
**Website: www.promogroup.co.uk**