

promogroup

Contractor: **Promogroup**

Distribution: **National**

Background

Promobanners

PromoBanners allow your message to stand out amongst a crowd or in a busy street via the "warm flesh" approach. The banners have a high visibility and when positioned effectively in a crowded area are a useful navigation tool to point potential customers in the direction of a certain store, shop, club etc. The banners can also be used to flag up special marketing promotions, sales, seasonal offers or product and store launches.

The Promopeople can also wear sandwich boards to help reinforce the message and can operate either stand alone or en masse.



Description

PromoBanners comprise of two A1 size posters (841mm x 594mm Landscape orientation) mounted on Correx and attached to the end of lightweight aluminium poles. The poster is elevated several feet above the head of the individual carrying the PromoBanner.

The poles are secured within a backpack which leaves the individual free to handout marketing material i.e. flyers, leaflets, product samples or business cards.



Gross Media Example

Gross Media Rate Per Person per Day 3 Days (Min. Booking outside London) £600.00

Promogroup, 221 St Johns Hill, London, SW11,1TH.

Tel: 0845 080 1952/020 7978 6399

Fax: 020 7978 6394

[Detailed Rates](#)



www.promogroup.co.uk

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Ratecard

Duration	Gross Media Cost per Day per Person	No. of Hours per Day	Gross Media Cost Total
1/2 Day	£120.00	4	£120.00
1 Day	£200.00	8	£200
1 Weekend (Saturday & Sunday)	£210.00	8	£420.00
5 Days	£185.00	8	£925.00
7 Days (inc. Saturday & Sunday)	£175.00	8	£1,225.00
5 Days (Monday - Friday)	£165.00	8	£3,300.00

N.B. Additional Transport Costs may apply and 3 consecutive days minimum booking required outside London.



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