

# promogroup

Contractor: **Promogroup**

Distribution: **National**

## Facts and Stats

### Promovans

Promovans are advertising vans and vans with trailers offering maximum impact at minimum cost. Specialising in promoting your business, corporate image or special event, we supply purpose built 48 sheet advan trailer units nationwide. On the road the advans are moving billboards and even when stationary they continue to promote your message.

Unlike most, 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 planning permission would never be granted, such as main routes into towns, busy carriageways 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!

## Distribution

Can be used on a one off basis or bought on a city by city, region by region. Often used for Store openings and new property developments.



## Gross Media Example

Gross Media Rate 1 Day/per van including driver.....£320.00

Detailed Rates



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

Tel: 0845 080 1952/0207 978 6399 [www.promogroup.co.uk](http://www.promogroup.co.uk)

Fax: 020 7978 6394

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## Ratecard

Duration	Gross Cost per van per Day	Hours per Day	
1 Day	£320.00	8	
2 - 5 Days	£300.00	8	
6 - 10 Days	£280.00	8	
11 Days +	£260.00	8	

Each Promovan takes 2 x 48 Sheets (20 foot x 10 foot). Artwork is produced onto PVC banners which ensures that your message remains intact and in perfect condition throughout the campaign. Cost for pair of posters £590.

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 seven working days from receipt of artwork, either by isdn or on disc to ensure production on time.

We can work with the following formats: EPS, TIF, JPEG and BMAP.

Using Photoshop, QuarkXpress, Freehand, Illustrator, PRO, Coreldraw.

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