

# promogroup

Contractor: **Promogroup**

Distribution: **National**

## Facts and Stats

### Promoinflatables

Promoinflatables are a new media concept - inflatable billboards.

This new and exciting format allows the facility to target audiences in a very flexible way. However companies & individuals on specific recruitment campaigns.

As a mobile medium our inflatable billboard can be fully installed within 15 minutes, so if you want to target key areas or companies, our company can locate our billboard almost anywhere.

- Innovative and eye-catching medium
- Back lighting
- Distribution of leaflets/flyers/product samples
- Nationwide
- Target competitors business
- Very cost effective
- site store openings
- Exhibitions/shows
- Concerts
- Product launches
- Recruitment
- Sports events



## Gross Media Example

Gross Media Rate 1 Week Day/per inflatable including supervisor.....£340.00

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 of campaign	Cost per unit per day	Total Cost
1 day - week day	£340	£340
1 day - weekend	£360	£360
1 weekend (Saturday & Sunday)	£340	£680
5 days	£300	£1,500
7 days + (including Saturday & Sunday)	£280	£1,960
1 month (Monday - Friday 20 days)	£270	£5,400
1 month (including 4 weekends)	£250	£7,500

Prices include supervisor and are subject to VAT at the prevailing rate.  
1 day = 8 hours  
Discounts may apply for campaigns using more than one unit.  
Minimum of 2 consecutive days for campaigns outside of London.  
Transport costs may apply outside the M25.

Each Promoinflatable 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.

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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