



“I would say they are better than 5 stars and would definitely give a 10/10”
Mike Diamond, Managing Director, WDS Associates Legal Services Ltd & British Executive Film Producer

Call **now!** 0800 915 4444

MEDIA PACK

Shopping Centre A1 Poster Sites

...affordable and effective advertising!

“...it's definitely had an impact for us and we think they look great!”
Niki Brownlow, Director, Kip McGrath Redditch

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Introduction

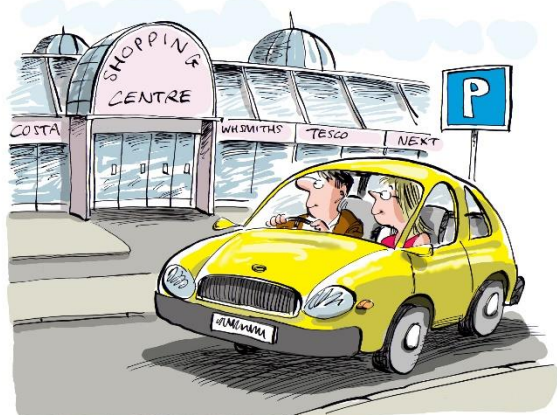
Established since 1996 and based in Norwich, we are passionate, honest poster advertising experts!

Being a small company, we charge less and give you more!

- 1/ **Better returns:** You will spend less money reaching more people because our Shopping Centres have massive footfalls (thousands everyday)
- 2/ **Better value:** Fact; our 'cost per thousand' is better than our competition so you get more for your money!
- 3/ **Better service:** For proof of how efficient and friendly we are, please see our case studies and testimonial pages on our website positivemediamarketing.co.uk



Poster Storyboard...



parking outside the centre



...going in



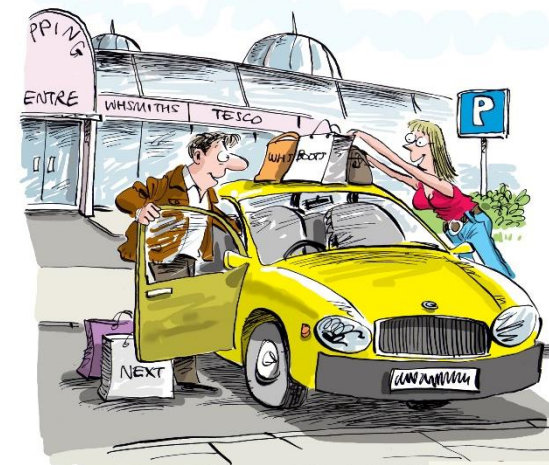
...seeing our poster boards



...grabbing a bite to eat



...seeing our poster boards again on the way out



...going home and happy!

Media

- ✓ Full colour posters displayed at eye level for maximum impact
- ✓ A1 (2ft x 3ft) size tamper proof frames with a plastic screen to protect your message
- ✓ Strategically placed in high dwell/captive areas:-
entrance/exits, lifts & toilet lobbies



OUR 'X' FACTOR

You could double or treble your enquires because this effective advertising reaches massive amount people every week!



Frame Locations



Outside busy toilets
...busy dwell areas!



Main entrances and exits
...high traffic area!



Lift Lobbies
...captive spots!

Shopping Centres

You can promote your business in some of the busiest Shopping Centres in the U.K. :-

- ✓ Over 60 Malls with a combined total of over **12 million** shoppers every week
- ✓ Regional and local shopping centres from Aberdeen to Southampton
- ✓ Located at the heart of local communities and our poster sites are visible seven days a week targeting people in a receptive frame of mind

“We have been working with Positive Media Marketing since 2002 and we have built up a good relationship and work well together”

Gillian Hayward, Lakeside Shopping Centre



“...We have had candidates reach out to us after seeing the posters in the shopping centre. Clients have mentioned to us that they walked past our posters while doing their weekly shopping”

Haris Khan, Director, Kare Plus Gloucester

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Shopping Centre Shopper Demographics



Social Class
ABC1 60%



Age Range
16-44 years 67%



Gender
Male 33%,
Women 67%



Proof our posters work!*

- ✓ 40% of people noticed the poster sites
- ✓ 90% recalled the campaign advertised
- ✓ 31% intend to follow up

"Positive Media Marketing's shopping centre advertising sites have proved very successful, and cost effective, in raising awareness of Myerscough College AND - most importantly - driving visitors to specific College events"

Stuart Davidson, Head of Marketing, Myerscough College

*Independent research survey carried out by the R.O.I. team at the St. Georges Shopping Centre Preston for The Myerscough College Open day campaign





“ Have renewed for a second year, we did receive customers as a result of the poster, it has helped raise awareness of our clinic.”
Karen Badger, General Manager, NewLife Clinic Epsom

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Rates

Investment

- £150 per poster/per month plus vat

Discounted Packages;-

| A1 posters | Monthly unit price | 2 Months | | |
|------------|--------------------|----------|---------|---------|
| | | Total* | Month | Week |
| 1 | £150.00 | £300.00 | £150.00 | £34.62 |
| 2 | £125.00 | £500.00 | £250.00 | £57.69 |
| 3 | £100.00 | £600.00 | £300.00 | £69.23 |
| 4 | £87.50 | £700.00 | £350.00 | £80.77 |
| 5 | £80.00 | £800.00 | £400.00 | £92.31 |
| 6 | £75.00 | £900.00 | £450.00 | £103.85 |

| 4 Months - 25% Discount | | | |
|-------------------------|-----------|---------|--------|
| Monthly unit price | Total* | Month | Week |
| £112.50 | £450.00 | £112.50 | £25.98 |
| £93.75 | £750.00 | £187.50 | £43.30 |
| £75.00 | £900.00 | £225.00 | £51.96 |
| £65.63 | £1,050.00 | £262.50 | £60.62 |
| £60.00 | £1,200.00 | £300.00 | £69.28 |
| £56.25 | £1,350.00 | £337.50 | £77.94 |

| | 6 Months - 30% Discount | | | |
|------------|-------------------------|-----------|---------|--------|
| A1 posters | Monthly unit price | Total* | Month | Week |
| 1 | £105.00 | £630.00 | £105.00 | £24.23 |
| 2 | £87.50 | £1,050.00 | £175.00 | £40.38 |
| 3 | £70.00 | £1,260.00 | £210.00 | £48.46 |
| 4 | £61.25 | £1,470.00 | £245.00 | £56.54 |
| 5 | £56.00 | £1,680.00 | £280.00 | £64.62 |
| 6 | £52.50 | £1,890.00 | £315.00 | £72.69 |

| 12 Months - 40% Discount | | | |
|--------------------------|-----------|---------|--------|
| Monthly Unit price | Total* | Month | Week |
| £90.00 | £1,080.00 | £90.00 | £20.77 |
| £75.00 | £1,800.00 | £150.00 | £34.62 |
| £60.00 | £2,160.00 | £180.00 | £41.54 |
| £52.50 | £2,520.00 | £210.00 | £48.46 |
| £48.00 | £2,880.00 | £240.00 | £55.39 |
| £45.00 | £3,240.00 | £270.00 | £62.31 |

Installation/Re-posts

Installation and re-posts are £75 per venue plus vat as posters can be changed during your campaign. Price includes campaign photographs and a completion pack.

Production

Prints are £15 each plus vat (or you can supply)

Important note

Space is sold per calendar month basis with installs on 1st of the month and is limited by the number of frames, so it is subject to availability.

Specification

- Size: A1 Portrait 840mm (High) x 594mm (Wide)
- Safe copy area: 770mm (High) x 524mm (Wide)
- Paper weight: 170gsm (recommended)
- Quantity: Campaign plus spare(s)
- Artwork Format: 300 dpi, cmyk in pdf, eps, jpeg or Tiff
(Please provide posters without print trim lines)
- Delivery: Positive Media Marketing offices,
ten working days before the campaign start date



Who uses this Media?



- Attractions
- Car Dealers
- Charities

- Cosmetics & Toiletries
- Finance
- Government

- Primary Care Trust
- Private hospitals
- Property

- Retailers
 - Travel
- too many others to list!*



“...they strive to get the best possible return for my clients”
Lauren Gale, Client Services Specialist, Client Services Team, Space & Time

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Interested?



Step 1

Please contact me...



Step 2

Please let me know which
centre(s) are of interest& when
you might want to start...



Step 3

Let me check availability
and give you a quote!

Please call Mr. Positive, Simon Grant on **07803 850300**

simon.grant@positivemediamarketing.co.uk

Positive Media Marketing Limited, Media House, 63 Thorpe Rd, Norwich NR1 1UD

www.positivemediamarketing.co.uk

100% SATISFACTION GUARANTEE: If within 30 days of this proven advertising, you believe you haven't increased your sales, awareness or enquires massively, simply let us know and we will work with you on a new concept and compile new design FREE OF CHARGE. ***If you say 'yes' to this opportunity I promise you will be pleased!***