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"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

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MEDIA PACK

Shopping Centre A1 Poster Sites

...affordable and effective advertising!

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"...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*

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"Many thanks and we are so pleased with the results of the posters"

Mehmet Suavi, Director, Hamilton Chase Estate Agents

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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!

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> *...great sites in key locations for our long-term campaigns over the past few years*
> Dave Cameron, Marketing & Sales Manager, White Rock Theatre, Hastings, East Sussex

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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!

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"...we saw increased new users to our website and an increase in brand awareness. The team are a pleasure to work."

Louise Howells, Marketing Manager, Time Inc. UK (Trusted reviews)

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Frame Locations

Outside busy toilets
...busy dwell areas!

Main entrances and exits
...high traffic area!

Lift Lobbies
...captive spots!

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“ ...we are so pleased with the results of the posters ”
Mehmet Suavi, Director, Hamilton Chase Estate Agents

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Shopping Centres

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

- ✓ Over 40 Malls with a combined total of over 7 million shoppers every week
- ✓ Regional and local shopping centres across the U.K.
- ✓ 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

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> *...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%

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“ ...5/5 for Service, Campaign Effectiveness & Value for Money! ”
Mrs Susan Smith, Management Administrator/PA to the Headteacher, Rainham Mark Grammar School

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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

Specification

- Size: A1 Portrait 594mm (Wide) x 840mm (High)
- Safe copy area: 524mm (Wide) x 770mm (High)
- 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

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“ ...increasing public awareness of our offering and bringing new customers ”

Dr Adam Nulty BChD MJDF RCS Eng PGCert MSc (Dist.) Implant Dental Surgeon, Dentist On The Rock

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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!

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

The 30-Day Results Promise: If within 30 days of this proven advertising, you believe you haven't increased your sales, awareness or enquiries massively, simply let us know and we will work with you on a new concept and compile new design FREE OF CHARGE

"This has been a MUCH better alternative to using advertising in a local paper. The value compared to a few weeks of advertising is incredible"
Matthew Allen, Marketing Manager, Dartford Science and Technology College

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Keep your mind positive at all times…
Interpret things in a positive way!

Positive Media Marketing Limited, Media House, Thorpe Road, Norwich NR1 1UD
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