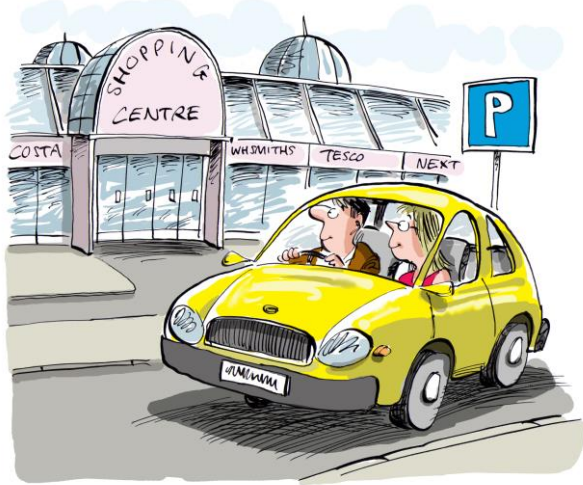


U.K. Shopping Centre A1 Poster Sites

...affordable & effective advertising!



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!

Introduction

When deciding where to advertise, please consider our 'effective and affordable' poster sites in your local Shopping Centre for these three reasons;-

1. We have 'proof' that our media works
2. You will spend less money reaching more people because our Shopping Centres have massive footfalls (thousands everyday)
3. We'll give you FREE 'advice' on your poster design and concept

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 ([see list](#))
- > Regional and local shopping centres from Aberdeen to Southampton
- > Located at the heart of local communities

"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

Product

- > Local, regional and national coverage
- > Visible seven days a week targeting people in a receptive frame of mind
- > Limited amount of poster sites allows advertising to breathe

Format

- > 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**

Demographics

- > Social Class: ABC1 60%
- > Age: 16-44 67%
- > Gender: Women 67%

Proof *

- >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 in June 2011

The Hertfordshire & Essex High School and Science College

- 88% of 2014 A Level entries were achieved at A* - C grades
- Proven track record of entry to medicine and other first rate university places
- Vibrant enrichment programme
- Cambridge Pre-University and other extension qualifications

Sixth Form Open Evening
Thursday, 6 November 2014, 6.30 - 9.00 pm

tel: 01279 654127; e-mail: admin@hertsandex.herts.sch.uk
www.hertsandex.herts.sch.uk; [twitter@HandEHighSchool](https://twitter.com/HandEHighSchool)

Happy #Adoptmes WANTED

Do you have what it takes to be an inspirational foster carer or adopter?

We need inspirational foster carers and adopters to look after children who have had a tough start in life. Our foster carers and adopters come from all walks of life and make a real difference to the lives of local children. Please don't hesitate - call us today on 0800 917 0925.

Hertfordshire County Council
0800 917 0925
www.hertsdirect.org/fostering www.hertsdirect.org/adoption

newlife
Home of Fertility, Immunology & Women's Health

Newlife Fertility Clinic

We can help.
www.newlifeclinic.org.uk

01372 738 932
The Pines, 2 The Parade, Epsom KT18 5DH

★★★★★
'UNMISSABLE'
Sunday Express 2013

WEST SIDE STORY

Tue 17 - Sat 28 June
01224 644022
www.bostwickaberdeen.com

HMT
Hertfordshire Music Theatre

The new Citan.
Ready for action at

Mercedes-Benz Commercial Vehicles Aberdeen

The Citan delivers everything you need in a small city van. Like agile handling, a range of fuel efficient engines and a choice of versatile body styles. Plus with 3 years' unlimited mileage warranty and a roadside assistance package, the new Citan is everything you expect from Mercedes-Benz.

Mercedes-Benz
"Think. Be it. Now."

Mercedes-Benz Commercial Vehicles Aberdeen,
Hareness Road, Altens Industrial Estate, Aberdeen AB12 3LE.
t: 01224 871 234
www.mercedes-commercial.com

Free retinal photography
with every Eye Test.

Find us next to Superdrug.
Call 0161 797 6639 or visit visionexpress.com

vision express
VISION TAKEN SERIOUSLY

one life on a club

join online!
now available!

Ashford's Premier Health Club now available from just **£39.99***
Go online or call today for your free VIP tour.
join.bannatyne.co.uk

Eureka Leisure Park, Ashford
0844 248 3702

Bannatyne's
Health Club & Spa

HOWLETTS
THE ASPINAL WILD ANIMAL PARK

Treat the family...

to a wild adventure this May Half Term at our multi-award winning wild animal park.

aspinalfoundation.org
0844 842 4647
NR, CANTERBURY, KENT, CT4 5EL

KentAnimalPark
Search 'Howletts'
@howlettpark

**ALWAYS WANTED A DEGREE?
...DON'T MISS OUT!**

**JOIN TODAY!
AND GET THE BEST VALUE TUITION FEES**

START YOUR DEGREE STORY AT CITY COLLEGE NORWICH THIS SUMMER

Read more at: www.ccn.ac.uk/highereducation
or call our Advice Shop on 01603 773773

CHALLENGING MINDS. INSPIRING SUCCESS.

CITY COLLEGE NORWICH

Client Quotes

*"...we feel the posters are **more effective and get seen by more people than other posters/publicity we have done before**....very pleased the campaign and how efficient and easy the service was to deal with!"*

Lucy Grey, Communications Manager, Herts and Essex School

*"I would definitely recommend anyone using your services to push their advertising/marketing forward to **achieve the results you require.**"*

Bal Rai, Marketing Assistant, Adoption & Fostering Recruitment Team Hertfordshire County Council

*"Have renewed for a second year, we did receive customers as a result of the poster, it has **helped raise awareness** of our clinic. I find the team very helpful and quick to respond."*

Karen Badger, General Manager, NewLife Clinic Epsom

*"...we are **very happy** with our poster display in the Trinity Centre"*

Carla Furneaux, Marketing Ex, His Majesty's Theatre

*"...think it's the **best year round advertising thing we have ever done!**"*

Ross Duthie, Marketing Manager, Mercedes-Benz Commercial Vehicles, Aberdeen

*"Thanks very much for sending the photos, Vision Express are **really pleased** with how the posters look!"*

Tamara Schmidt, Account Manager, Walker Media for Vision Express

*"Love the pictures, **good coverage and excellent customer service** to top it off, will be using again at some point in the future, thanks again Simon and speak to you soon"*

Gary Foster, Sales & Marketing Manager, Bannatyne's Health Club & Spa, Ashford

*"They **look great**, thank you"*

Warren Ashfield, Marketing Co-ordinator, Howletts & Port Lympne Wild Animal Parks

*"We use the sites in Chapelfield to keep the City College name in front of its young potential students in a way not easily matched by other media. The Positive team give us a consistently **great service with campaign management**, including short term tactical message changes."*

Chairman, Media Director, Media Point UK Limited. Agency for City College, Norwich

A1 Ad Rate

> £150 per poster/per month.

Discounted Ad Rates

A1 posters	Monthly unit	2 Months			4 Months - 25% Discount				6 Months-30% Discount				A1 posters
		Total*	Month	Week	Monthly unit price	Total*	Month	Week	Monthly unit price	Total*	Month	Week	
1	£150	£300	£150	£35	112.50	£450	£112.50	£26	£105.00	£630	£105	£24	1
2	£125	£500	£250	£58	93.75	£750	£188	£43	£87.50	£1,050	£175	£40	2
3	£100	£600	£300	£69	75.00	£900	£225.00	£52	£70.00	£1,260.00	£210.00	£48	3
4	£87.50	£700	£350	£81	65.63	£1,050	£263	£61	£61.25	£1,470.00	£245.00	£57	4
5	£80	£800	£400	£92	60.00	£1,200	£300	£69	£56.00	£1,680	£280	£65	5
6	£75	£900	£450	£104	56.25	£1,350	£338	£78	£52.50	£1,890.00	£315.00	£73	6

Important note

> Please 'compare' a typical radio campaign reaching 'less' people at a cost of £1000 a week (4 spots a day x 5 days) or a ½ page in your local newspaper £500 a night against the above investment. 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.

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)

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

Councils

Finance

Hotels

Private Hospitals

Retailers

& too many others to list!

Car Dealers

Cosmetics & Toiletries

Government

Police

Property

Travel

Charities

Educational Institutions

Health Clubs

Primary Care Trust

Restaurants

Theatres...

SAMARITANS



BLUE INC

B
Bannatyne's Health Club
www.bannatyne.co.uk



Summary

Our Shopping Centre poster sites are effective and affordable because they are:-

- > Seen by a massive shopping centre audience of thousands every day
- > Located in busy captive spots
- > Surprisingly affordable and good value compared to other media

Interested?

>For more information call: Mr. Positive Simon Grant or one of his team on Free Phone (0800) 915 4444

Email: simon.grant@positivemediamarketing.co.uk www.positivemediamarketing.co.uk



Positive Media Marketing Limited, Media House, 714 London Road, Leigh On Sea, Essex SS9 3NL

Tele; 01702 474762 ext 2 Fax; 01702 477018

Established 1996