



“How often would you stare at a newspaper advert – never! I like washroom advertising because its 100% captive!”
Rick Hans, Marketing Manager, South East Essex College

Call **now!** 0800 915 4444

MEDIA PACK

Shopping Centre Washroom Poster Sites

...where smart advertisers spend their pennies!

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



Media

- ✓ A3 Posters in totally captive positions...so your message is guaranteed to be read!
- ✓ True gender targeting...reach exactly who you want!
- ✓ Huge dwell times...55 seconds; male and 105 seconds; female...effective if you have lots of information to get over!



OUR 'X' FACTOR

Washroom (toilet) posters are highly effective because they have to be read!



...unmissable!

Frame Locations



In both ladies and gents toilets
above the hand dryers
...high-vis!



On the back of ladies cubicle doors
...very captive!



Above the gents urinals
...un-missable!

Shopping Centres

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

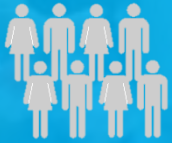
- ✓ Over 60 Malls with a combined total of over **12 million** shoppers every week
- ✓ Regional and local shopping centres from Aberdeen to Southampton
- ✓ Located at the heart of local communities and our poster sites are visible seven days a week targeting people in a receptive frame of mind

“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've had an excellent response and the posters look great.
We are really happy with the service we have received”
Kirsty Rough, Marketing Officer, Mercury Theatre Colchester
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Shopping Centre Shopper Demographics



Social Class
ABC1 60%



Age Range
16-44 years 67%



Gender
Male 33%,
Women 67%



“...the media really works – a client recently received a direct response to their posters almost instantly.”
Emma Ward, Client Relationship Director, MJD Consultancy Ltd. Agency for Colchester Institute

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Proof our posters work!*

- ✓ 57% of people noticed the poster sites
- ✓ 56% recalled the campaign advertised
- ✓ 50% intend to follow up

* Survey carried out by the R.O.I. team at the Oxford Street Plaza Shopping Centre London for The West End Skills Shop campaign





“Not only did this method “out-perform” local press but also generated good awareness for us within the community”

Dino Forte, Director, Converso Contact Centres

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Rates

Investment

- £50 per poster/per month plus vat

Discounted Packages;-

A3 posters	2 Months				4 Months - 25% Discount			
	Monthly unit price	Total	Month	Week	Monthly unit price	Total	Month	Week
5	£30.00	£300.00	£150.00	£34.62	£22.50	£450.00	£112.50	£25.98
10	£25.00	£500.00	£250.00	£57.69	£18.75	£750.00	£187.50	£43.30
15	£22.50	£675.00	£337.50	£77.88	£16.88	£1,012.50	£253.13	£58.46

A3 posters	6 Months - 30% Discount				12 Months - 40% Discount			
	Monthly unit price	Total	Month	Week	Monthly Unit price	Total	Month	Week
5	£21.00	£630.00	£105.00	£24.23	£18.00	£1,080.00	£90.00	£20.77
10	£17.50	£1,050.00	£175.00	£40.38	£15.00	£1,800.00	£150.00	£34.62
15	£15.75	£1,417.50	£236.25	£54.52	£13.50	£2,430.00	£202.50	£46.73

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 £2 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

- A3 Portrait 420mm (High) x 297mm (Wide)
- Safe copy area: 385mm (High) x 262mm (Wide)
- Paper weight: 170gsm (recommended)
- Quantity: Campaign plus spare(s)
- Artwork Format: 300 dpi, cmyk in pdf or jpeg. Please provide posters without print trim lines.
- Delivery: Positive Media Marketing offices - ten working days before campaign start date



“ ...seen an increase in telephone queries and have even had people make a beeline for the park after seeing the posters!”
Fiona Paterson, Marketing Manager, Wildwood Trust
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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!



“ ...had really positive feedback on the posters and enquiries about fostering have been higher ”
Julia Farrar, Communications Officer, Somerset County Council

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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 850 300**

simon.grant@positivemediamarketing.co.uk

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

www.washroomadvertising.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!***