

Late Deals

May & June 2019

Available from 6th May 2019 onwards

Redwood
advertising

Specialist Media Buyers for TV, Radio & Print



OUR APPROACH

THINK
DEFINE
REFINE
IMPLEMENT

LONDON UNDERGROUND OPPORTUNITIES

Showcase Squares 25 pack

National Rail 6 sheet 50 pack

SCLEP's 50 pack and 500 min. (A4 Posters)

16 Sheets

48 Sheets

SHOWCASE SQUARES 25

THE SHOWCASE SQUARES ARE BOOKED FROM 22ND APRIL 2019 FOR 2 WEEKS ON AND THEN 2 WEEKS OFF.

THERE IS AN OPPORTUNITY TO BOOK THE 2 WEEKS FROM 6TH MAY, 3RD JUNE AND 1ST JULY IN BETWEEN

IF ALL 6 WEEKS ARE BOOKED THE RATE CAN BE DISCOUNTED FROM THE NORMAL RATE OF £ 10K PLUS £1400 POSTER CHARGE TO

£8,000 PLUS £1200 POSTER CHARGE PER 2 WEEKS

6 WEEKS £24K PLUS £3,600 POSTER CHARGE

NATIONAL RAIL 6 SHEET

LONDON AND SOUTH EAST COMMUTE

NATIONAL RAIL 6 SHEET IS A PACK OF 50 POSTERS AS PER THE STATIONS BELOW. THIS IS A GREAT WAY TO HAVE PRESENCE ON THE JOURNEY IN AND OUT OF LONDON ON THIS AB HIGH PASSENGER DEMOGRAPHIC LINE AS WELL AS IN LONDON.

RATE CARD IS £392 PER POSTER PER 2 WEEKS

LATE DEAL RATE IS £192 PER POSTER PER 2 WEEKS JUST NEGOTIATED A FURTHER 20% DISCOUNT

50 SITES £7680 PLUS POSTER AND VAT

POSTER CHARGE £560

CAMPAIGN TOTAL £8,210 PLUS VAT

AVAILABLE FROM 6TH MAY 2019



LET'S GET SMART ...
REALLY SMART!



Station Name	Count of Site ID
Aldershot	1
Ash Vale	1
Barnes	2
Basingstoke	1
Bournemouth	1
Bracknell	2
Chiswick	1
Claygate	1
Didcot Parkway	1
EALING BROADWAY GWR	2
Eastleigh	1
Ewell West	1
Farnborough Main	1
Farnham	2
Hampton	1
Hampton Court	2
Haslemere	1
Havant	2
Mortlake	1
New Malden	1
Norbiton	1
Portsmouth & Southsea	2
Raynes Park	1
Slough	1
Southampton Airport (Parkway)	1

87% OF COMMUTERS WELCOME ADVERTISING ON THE LONDON UNDERGROUND, THE AUDIENCE HAS THE DESIRE TO ENGAGE WITH IT, AS IT FILLS THEIR 'DEAD' TIME

= HIGH RECALL = SALES

Southampton Central	2
St Margarets (GL)	1
Staines	2
Strawberry Hill	1
Swindon	1
Teddington	2
Twickenham	1
Wandsworth Town	1
West Byfleet	1
Wimbledon	1
Winchester	2
Windsor & Eton Riverside	1
Woking	1
Wokingham	1
Grand Total	50

SCLEP'S

UNDERGROUND USERS ARE CREATURES OF HABIT, THEY RETURN TO THE SAME CORRIDORS AND CARRIAGES DAILY, ENSURING THEY ARE EXPOSED TO YOUR MESSAGE WITH A FREQUENCY THAT DEVELOPS CURIOSITY AND MESSAGE RETENTION.

MULTIPLE TOUCH POINTS INCREASES BRAND AWARENESS AND UNPROMPTED BRAND RECALL.



ADD A PACK OF SCLEP'S TO DWELL TIME FORMAT AND INCREASE CAMPAIGNS COVERAGE BY 300%

STAIRS, LIFTS, ESCALATOR PACKS ARE AVAILABLE ACROSS 2 PACKS.

ONE PACK IS THE ENTERTAINMENT PACK NOW CALLED A PLATINUM PACK 50
ALTHOUGH THERE ARE ONLY 3 STATIONS IN THIS PACK WE CAN ADD CONVENT GARDEN TO THE
INVENTORY TO MAKE IT 4 STATIONS. THE NORM SITES ARE:

LEICESTER SQUARE 14 SITES
OXFORD CIRCUS 31 SITES
PICCADILLY CIRCUS 5 SITES

LATE DEAL RATE £75 PER SITE PLUS POSTER AND VAT.
TOTAL MEDIA £3750 PLUS VAT
POSTER CHARGE £410 PLUS VAT
TOTAL SPEND £ 4,160 PLUS VAT

SECOND OPTION IS TO TAKE A MINIMUM OF SCLEP'S OF 500 POSTERS
RATE CARD IS £138 PER POSTER PER 2 WEEKS

LATE DEAL RATE £44 PER SITE PLUS POSTER AND VAT
POSTER CHARGE £1700

TOTAL SPEND £23,700 PLUS VAT
AVAILABLE FROM 6TH MAY

16 SHEET CROSS TRACK OFFERS REAL SCALE AND IMPACT TO EMERGING BRANDS

TUBE USERS ARE

CASH RICH - INCOME 33% HIGHER THAN THE LONDON AVERAGE

TIME POOR - LIKELY TO AGREE 'NOT ENOUGH HOURS IN THE DAY TO DO EVERYTHING'

EDUCATED - TWICE AS LIKELY TO HAVE ATTENDED UNIVERSITY THAT THE LONDON AVERAGE.



16 SHEET SITES GIVE MUCH BETTER DWELL TIME THAT THE 12 SHEET OPTION COMMUTERS ARE ON THE PLATFORM LONGER.



THE SNOW IS HERE,
THE SALE IS ON
This is your call

St Anton | Söll | Pas de la Casa | Sestriere | La Plagne | Tignes and loads more

Escape London this winter.
Book your place on the piste at crystalski.co.uk

CRYSTAL
SKI HOLIDAYS

Facebook, Twitter, Instagram, Pinterest icons

Your Holiday
Sale

Guaranteed
£200 Saving
on your holiday

Your New York & Boston holiday
6 night twin centre from **£849pp**
Save up to £346 per couple

Be inspired at hayesandjarvis.co.uk

HAYES & JARVIS
HOLIDAYS AS INDIVIDUAL AS YOU

Facebook, Twitter, LinkedIn icons

ADAM
AS INDIVIDUAL AS YOU ARE

vauxhalladam.co.uk

Official Government Test Environmental Data. Fuel consumption figures mpg (litres/100km) and CO₂ emissions (g/km) ADAM 51.4M.L.3: Urban: 29.1 (7.5), Extra-urban: 65.7 (4.3), Combined: 53.3 (5.3). CO₂ emissions: 125g/km.*

VAUXHALL

WARREN STREET

SUGGESTED NUMBER OF MEDIA SITES
50 - 75 16 SHEETS
AVAILABLE FROM 6TH MAY
50 SITE EXAMPLE PACK SEE BELOW

Station	Sites
BARKINGSIDE	1
BELSIZE PARK	1
BERMONDSEY	1
BETHNAL GREEN	2
BLACKHORSE ROAD	1
BOUNDS GREEN	1
CAMDEN TOWN	1
CANADA WATER	1
CHANCERY LANE	1
CHIGWELL	1
EALING COMMON	1
EARLS COURT	2
EDGWARE ROAD Bakerloo	1
ELEPHANT & CASTLE	1
EMBANKMENT	1
EPPING	1
EUSTON	1
FINSBURY PARK	1
GANTS HILL	1
GOODGE STREET	1
HAMMERSMITH H'smith & City	1
HAMPSTEAD	1
HARROW ON THE HILL	1
HEATHROW TERMINALS 123	1
HIGHBURY & ISLINGTON	1

HOLLOWAY ROAD	1
HOUNSLOW WEST	1
HYDE PARK CORNER	1
KENTISH TOWN	1
KINGS CROSS ST PANCRAS	2
NOTTING HILL GATE	1
PIMLICO	1
QUEENSWAY	1
REGENTS PARK	1
SEVEN SISTERS	1
SOUTH KENSINGTON	1
ST JOHNS WOOD	1
STAMFORD BROOK	1
TOOTING BEC	1
TOTTENHAM HALE	1
TUFNELL PARK	1
TURNPIKE LANE	1
VAUXHALL	1
VICTORIA	1
WARWICK AVENUE	1
WATERLOO	1
WOOD GREEN	1
Grand Total	50

16 SHEET CAMPAIGN

50 PACK SITE CAMPAIGN 2 WEEKS

LATE DEAL RATE £305 PER SITE PLUS POSTER AND VAT.

TOTAL MEDIA £15,150 PLUS VAT

POSTER CHARGE £1400 PLUS VAT

TOTAL SPEND £ 16,550 PLUS VAT

75 PACK SITE CAMPAIGN 2 WEEKS

LATE DEAL RATE £305 PER SITE PLUS POSTER AND VAT.

TOTAL MEDIA £22,875 PLUS VAT

POSTER CHARGE £1400 PLUS VAT

TOTAL SPEND £ 24,275 PLUS VAT

AVAILABLE FROM 6TH MAY

MEGA REAR BUS DEALS

MUST BOOK IN APRIL TO COMMENCE 8TH JULY LATEST
8 WEEK, 12 WEEK OR 26 WEEK DEALS

8 WEEKS

SINGLE DECK MR £2752 PLUS VAT
DOUBLE DECK MR £3796 PLUS VAT

12 WEEKS

SINGLE DECK MR £3175 PLUS VAT
DOUBLE DECK MR £4414 PLUS VAT

26 WEEKS

SINGLE DECK MR £3779 PLUS VAT
DOUBLE DECK MR £5297 PLUS VAT



PRICES INCLUDE
RENTAL
PRODUCTION
MAINTENANCE

ADDITIONAL DISCOUNTS ON MORE THAN 5 BUSES

NEXT STEPS TO INDEPENDENCE

Here is our sales pitch!

- The greatest benefit to using the services of Redwood Advertising is our independence. We are not tied to any network and as a result, can flex and adapt the channels according to location, demographics and interests. In this way, you can modify your captive audience before screening, which in turn will yield a greater return on investment.
- Our success is your success, and we work hard to ensure that the right mix is chosen at the outset to achieve your goals.
- As a boutique agency we are not bogged down in hefty overheads and large teams, as such we believe our nimbleness is the greatest advantage of all.
- We look forward to working with you!



Prices supplied in this document are late deal rates. We look forward to being officially appointed to media buy your behalf.

**THANKS
FOR
READING
LET'S
BOOK**



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