### Late Deals May & June 2019 Available from 6th May 2019 onwards



## OUR APPROACH

# DEFINE 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



	Count of Site
Station Name	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

#### MEDIA PLAN | REDWOOD ADVERTISING 6

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

Wight

SEE

# Wiribledon PURE ISLAND HAPPINESS wick crossing to a n r feeling' Island. Pler Ses to do, lovely wel Happy holiclays start at wightlink.co.uk or to the loss of Want Incer Pontenciute and Laminatory WIGHTLINK

#### SCLEP'S

UNDERGROUND USERS ARE CREATURES OF

QUEEN OF THE KNIG CONDON'S SMASH MUSICAL RET

**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.

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Next stop: better business communications.

in cloud communications

international Reserve Tracers, 2017

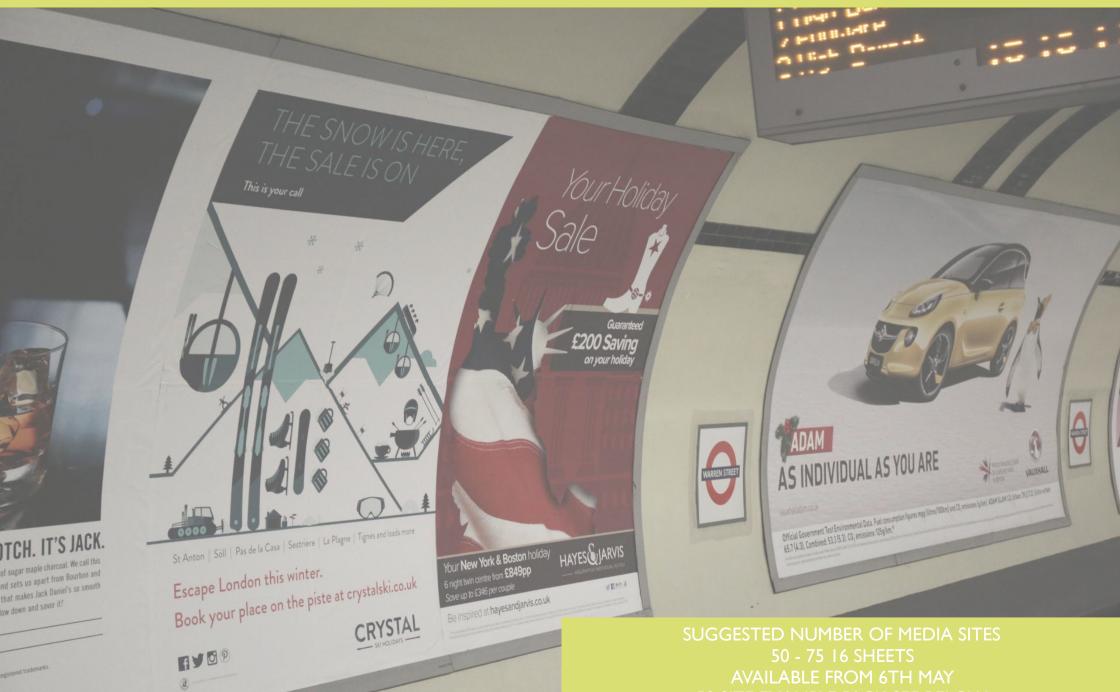
**RingCentral** 

made for humans.

Diabetes goes a its owr

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



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

I2 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!



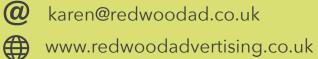
Prices supplied in this document are late deal rates. We look forward to being officially appointed to media buy your behalf.

### HANKS FOR EADING LET'S BOOK



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