

# streetskins

windows of opportunity

## Illuminated Street Shutter Advertising



Rate Card for 3 months (15<sup>th</sup> June 2012 – 15<sup>th</sup> Sep 2012 )  
 20% discount if booked before 1<sup>st</sup> June 2011

	100 Sites	300 Sites
Rate/month	£180,000	£450,000
Production	£18,000	£45,000

## Advantages for Advertisers:

- 320 000 visitors arriving for the Games in 2012.
- Full and comprehensive covering of all major nightlife areas in London.
- Massive price savings for advertisers if booked before 1<sup>st</sup> June 2012.
- Can be as little as 25% the cost of a normal billboard when calculated on the cost per square metre per hour the media is visible.
- LED illuminated, 60% more energy efficient.
- Clients can choose their locations ([www.streetskins.co.uk/index.php/sites](http://www.streetskins.co.uk/index.php/sites))
- Large scale advertising at eye-level.
- All existing sites benefit from high levels of vehicle and pedestrian traffic, and high customer dwell times.
- Recurring views on a daily basis (unlike print media), reinforcement is key to advertising effectiveness.
- Between 30% and 60% of vehicle traffic is captured on a daily basis, resulting in each site having a minimum audience of 100 000 per month per site.
- Streetskins can very often be placed where traditional media can not.
- Between 500% and 1200% larger than a 6-sheet.

## Testimonials

- Streetskins is fantastic! Since installing the skin on our grey boring shutters, we have noted that more people are aware we are here and we have had an increase in the number of people walking through our doors. The service was brilliant and installation was quick and clean. Streetskins is a very sound investment! Shakeel Hirani, Director of Specsavers
- Streetskins entrepreneurial outlook melded well with our need to be flexible and pioneering in how we market ourselves! We look forward to a long lasting and successful business association, which is evident in that we have renewed our advertising contract for a further 2 years - Ash Mohammed – Owner of Bob (hairdressing chain).
- Streetskins are an impactful and potentially very targeted new outdoor medium. Ambient Media provided an excellent service on this campaign - both in sourcing and clearing suitable locations and delivering a great finished product as per the requirements of the campaign creative." Marketing Manager - Communications and Consultation - London Borough of Hackney
- It has been several months since we installed the Streetskin on our office front, and from day one it has generated much interest. Clearly the frontage now has an immediate impact due to the picture used and draws attention from both passersby and motorist, We are pleased with our investment and know in the long term it will pay for itself, but also adds a different striking image to our business. Rajan Amin – Director Coversure Insurance
- We booked a pack of Streetskins sites on behalf of a Computer Game producer as they were looking for a new way to advertise their product in a crowded market where innovation and cut through are essential. The service from Streetskins was excellent, from the booking procedure through to prompt posting of sites and excellent photo reports to follow - delivering the kind of accountability we expect. We continue to include Streetskins in any appropriate briefs we are working on and we will use them again in the future" James Heighway – Brotherhood Media

Please visit us at [www.streetskins.co.uk](http://www.streetskins.co.uk) or call 020 8123 2373