

streetskins

windows of opportunity

Illuminated Shop Shutter Advertising - Rate Card



Rate Card (Gross):

Per Site	2 Weeks	4 Weeks
Rate	£500	£850
Production	£120	£120

Advantages for Advertisers:

- 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 (200+ in London) or select sites from the existing streetskins portfolio (www.streetskins.co.uk/index.php/sites)
- Large scale advertising at eye-level is highly effective
- 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
- Streetskins can very often be placed where traditional media can not.
- Between 500% and 1200% larger than a 6-sheet.

Testimonials

- Their entrepreneurial outlook also 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 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

**Please visit us at www.streetskins.co.uk or call Andrew Field on
020 8123 2373 or 079 6399 3285 for further information**