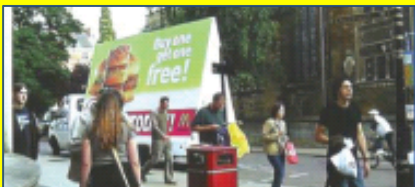


ALTERNATIVE ADVERTISING POSTAVANS



We offer purpose built 48-sheet Mercedes Postavans and Postatrailers for nationwide campaigns. Our fleet of eye-catching, attention-grabbing multi-coloured posters make an astounding impression and, because we're mobile, we can make sure your advertising message gets to the right people at the right time, in the place you want to be seen.



A cost-effective alternative to expensive media such as radio and press or local television – and posters in the wrong place at the wrong time.

Established in 1989, we're the driving force who gets your message moving.

Heads turn when Alternative Advertising comes to town.

Ideal for all sorts of promotion including:

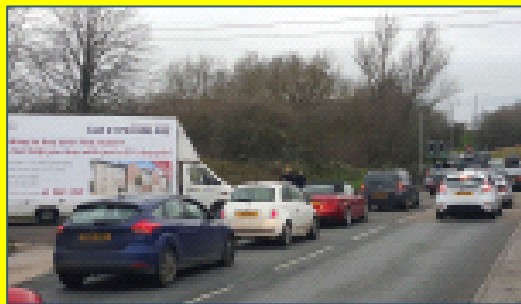
- ✓ Store openings or re-launches
- ✓ Exhibitions, events and shows
- ✓ Car or product launches
- ✓ Special offers, sales and promotions
- ✓ ... and lots more ...



ALTERNATIVE ADVERTISING LTD

POSTAVANS

Just ask yourself, "What forms of advertising can do ALL of the following?"



- ✓ Target areas and audiences precisely
- ✓ Be active for 10 hours per day offering daily, weekly or monthly campaigns
- ✓ Offer countless OTS (opportunities to see), e.g., prime site on A4044 facing vehicular traffic in Bristol – 4,875 vehicles passed on average in one hour – that's 48,750 a day!
- ✓ Support campaign strategy, weight frequency and audience targeting
- ✓ Locate prime sites or green sites for static advertising OR following a specified route OR a combination of both
- ✓ Illuminate your message – and accompany it with an audio broadcast
- ✓ Provide smart, uniformed personnel to drive your Postavan and inspect posters daily
- ✓ Submit a full photographic and written report post-campaign

POSTER DESIGN AND PRODUCTION

We offer a full and competitive poster design and production service, at a fraction of the cost of screen-printed posters, We also supply long-life banners for ongoing longer campaigns, plus 3 dimensional artwork, or simply provide us with your own 48-sheet format posters for us to bill straight onto our Postavans.



COMPLEMENTARY SERVICES AND FINISHING TOUCHES

- ✓ Promotional models for leaflet handouts
- ✓ Blimps and bouncy castles
- ✓ Clowns, bands, cartoon characters
- ✓ Permanent banners and signwriting
- ✓ ... and lots more....

✓ RIGHT SPACE ✓ RIGHT PRICE ✓ RIGHT NOW

Elm Tree Farm Estate, The Sheepway, Portbury, Bristol BS20 7TF

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