



EDINBURGH FESTIVAL FRINGE 2018

OUTDOOR ADVERTISING MEDIA PACK



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EXCLUSIVE STREET LEVEL OUTDOOR ADVERTISING FOR FRINGE PARTICIPANTS

Outdoor posters are an essential element of any Fringe performers marketing campaign to support their Edinburgh shows. Out of Hand have been working in partnership with City of Edinburgh Council for the past four years as the official contractor operating the outdoor poster scheme throughout Edinburgh. We have a wide range of highly visible, centrally located advertising sites throughout the city centre available exclusively for Fringe participants and venues to promote their shows.

All sites have been grouped into four zones and are in prime central locations, ideally positioned for maximum visibility around the Fringe performance areas. With sites outside the main venues, busy pedestrian walkways, main traffic routes and transport hubs, there is something for all budgets and sizes of show to make a real impact on the streets of Edinburgh during August.

All inventory is available on a first come, first served basis and bookings open on Mon 19th March. Please book your spaces in advance and send artwork later on – by the deadline at the beginning of June.



Register your show: Your show or venue MUST be registered with the Fringe Society to be able to book advertising space within the outdoor scheme – we do cross check and any un-registered shows will have their bookings cancelled.



Payment: Payment will be required when you place your order unless pre-agreed credit facilities have been agreed. Your order will not be confirmed until full payment is received. If you do have a pre-agreed credit facility, a 25% deposit will be required at point of order.

ENVIRONMENTAL COMMITMENT



We work hard to minimise the impact of the scheme on the environment. As part of this, we print all your artwork directly onto correx / banner or vinyl material. Once the Fringe has finished, we remove and recycle all the different formats printed on correx which are sent to be reprocessed into a range of new product applications for the packaging and construction markets. All banners are printed on non PVC material and will be recycled at the end of the Fringe too.



FIRST RELEASE

BOOKINGS OPEN: **Monday 19th March**

Bookings open at 12pm on a first come, first served basis.

ARTWORK DEADLINE:

Friday 8th June

Artwork deadline for all orders placed within the first release. Artwork must be received by 6pm.

LATE ARTWORK SUPPLY: Artwork received after 8th June but before 13th July will be processed within the SECOND RELEASE production schedule and go on display by Fri 3rd August.

NOTE: Any remaining unsold stock from the first release will still be available to book between 8th June – 24th June.

ADVERTISING DISPLAY PERIOD:

Monday 30th July to Monday 27th August

SECOND RELEASE

BOOKINGS OPEN: **Monday 25th June**

Bookings open at 12pm on a first come, first served basis.

ARTWORK DEADLINE:

Friday 13th July

Artwork deadline for all orders placed within the second release. Artwork must be received by 6pm.

LATE BOOKINGS / ARTWORK SUPPLY: Any bookings placed or artwork received after 13th July will be processed as quick as possible but might be displayed after 3rd August, you will be advised on posting dates once we receive your artwork.

ADVERTISING DISPLAY PERIOD:

Friday 3rd to Monday 27th August

The cost of advertising within the scheme is the same regardless if you book within the first or second release period.

BOOKING INFORMATION

HOW TO BOOK – FIVE EASY STEPS

1. Look through the formats and pick what you want
2. Consider ordering spare posters in case of damage
3. Place your order online at www.outofhand.co.uk or speak directly with the team on **0117 953 6363** or email fringe@outofhand.co.uk
4. Download artwork specs / templates for your designer
5. Supply your artwork by the deadline – if you're late, your posters will go up late!





PROOF OF POSTING SEARCH

Please enter the **LAST FIVE** digits of your order number that starts in **SOR0xxxxx**

(If you don't know your order number, please contact fringe@outofhand.co.uk or call 0117 953 6363 where our customer service team can help you)

When you place your booking, we will confirm the allocated placement of your posters. Once they have been installed on 30th July, we have an online proof of posting system, to prove your order has been produced and placed in the correct locations / zones in Edinburgh. This will also enable you to know where to find them and apply review stars / quotes where applicable. **Simply input your five digit SOR number (supplied on your sales order confirmation and invoice too) and it displays a photo and location for all your posters.**

The Proof of Posting system is under the **Resources** section on our booking site at www.outofhand.co.uk and will be available to use from **Mon 30th July**.



We will have a manned information stand within the Fringe Central at Appleton Tower, Crichton St from 30th July – 8th August to deal with any queries.

MAINTENANCE OF POSTERS

We have maintenance teams undertaking daily checks of all the advertising sites throughout the in-charge display period. They will be operating from 30th July - 27th August and will ensure all sites are clean and tidy, all advertising is as it should be, repair / replace any damaged items and should pick up any site specific problems straight away.



Our operations manager and duty supervisor will be contactable via our office on **0117 953 6363** or **fringe@outofhand.co.uk** and will be your main point of contact for any maintenance issues you have with your booked sites or to report any problems that require urgent attention.



We will also have a manned point of contact within Fringe Central at Appleton Tower from 30th July - 8th August to deal with any queries.

REPLACEMENT POSTERS IN CASE OF DAMAGE

Your outdoor advertising booking includes the allocation of the advertising space to you for a four week period and the production of ONE poster to fill that space.

When you book your poster advertising space, it is up to you to ensure we have the artwork to display in that space. Once we have undertaken the production of your initial order, if any of your posters gets damaged or vandalised during the four week display period, it is your responsibility (and at your own cost) to arrange replacement posters to ensure your continued advertising presence in that space.

We strongly advise you purchase spare poster boards in advance of the Fringe, in case of damage during the in-charge display period. If we have your pre-printed spare poster boards available, we can usually replace your damaged item on the street within 24hrs. If you choose not to purchase spare replacement poster boards when you make your initial order before the Fringe starts then it will take longer to replace any damaged correx boards - allow an extra 3-4 working days.



For all lamp post items (lamp post wraps and A1 triangles), we **STRONGLY** advise purchasing an extra 25% of whatever you book – eg an extra poster for every four posters booked.



For the A3 poster packs, we automatically include two free spare replacements within the original price.



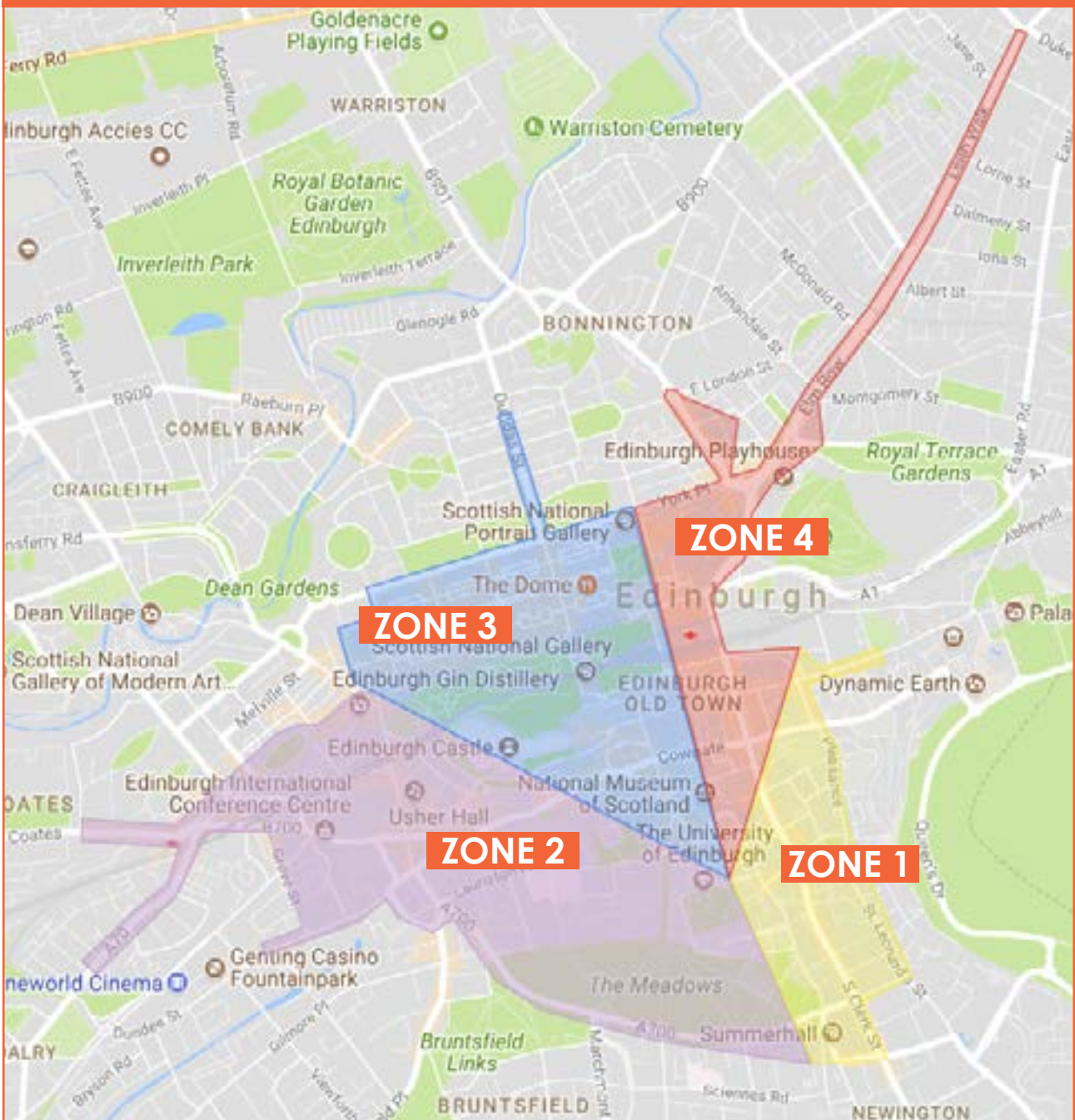
For railing boards and 4-sheets – we suggest an extra 10% but this is at your own risk.

FORMATS BOOKED BY ZONE

We have divided the city into four zones to create a zonal booking structure for selected formats. Posters will be placed on general distribution across the advertising sites we have available for each format within that zone. So, if you only want to target the area around the Pleasance Courtyard, now you can! When you book, out of your total order, please specify how many posters you want in each zone.

FORMATS BOOKED BY ZONE:

- 4 Sheets
- A3 Poster Packs
- Railing Boards 30"x20"
- A1 Triangles
- Lamp Post Wraps
- Railing Boards 30"x40"



FORMATS BOOKED BY ZONE

**BEST
SELLER**



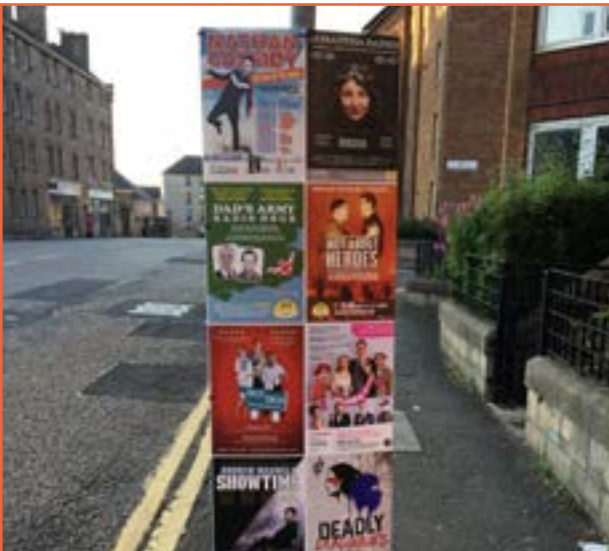
4 SHEETS (60" x 40")

One of our most popular sizes that really grabs people's attention. Posters are attached to temporary fence panels or railings depending on location in high footfall areas.
SIZE: 60" high x 40" wide (1524mm high x 1016mm wide).
COST: £135 + vat per poster - includes production, printing your supplied artwork directly onto correx.
REPLACEMENT POSTERS: £25 - Order spare poster boards that can be used in case the original posters get damaged.
SPARE / REPLACEMENT RECOMMENDATION: MEDIUM



A1 TRIANGLES

Three A1 posters (of the same artwork unless stated) on a low level correx triangle, fitted around lamp posts in key locations across the city centre. You are booking a complete three sided triangle and will have the same artwork on all three sides unless you specify otherwise.
SIZE: A1 (841mm high x 594mm wide).
COST: £150 + vat - includes production, printing your supplied artwork directly onto 5mm correx - each triangle takes three different sets of artwork - one for each side.
REPLACEMENT POSTERS: £60 + vat - order spares that can be used in case the originals get damaged.
SPARE / REPLACEMENT RECOMMENDATION: HIGH



A3 POSTER PACKS

Great value advertising option with this effective format to support smaller shows. Each pack contains ten posters with one poster placed on ten separate lamp post wraps. There will be 20 different designs per lamp post wrap - 10 on each side.
NOTE: Limit of 4 packs per show with a limit of 2 packs per zone.
SIZE: 420mm high x 297mm wide.
COST: £60 + vat per pack of 10 posters - includes production, printing your supplied artwork directly onto correx.
REPLACEMENT POSTERS: We include two free spare lamp post wraps within the price.



LAMP POST WRAPS

Fixed around sign and lamp posts on key high traffic routes between Fringe venues in the city centre. The wraps are double sided, and you are booking both sides – you can either use the same artwork on both sides or different artwork on each side – please advise at the point of order.
SIZE: Each side is 2m high x 0.6m wide.
COST: £250 + vat per wrap - includes production, printing your supplied artwork directly onto correx.
REPLACEMENT POSTERS: £40 + vat - Order spares that can be used in case the originals get damaged.
SPARE / REPLACEMENT RECOMMENDATION: HIGH

FORMATS BOOKED BY ZONE

MOST POPULAR



RAILING BOARDS - 30" x 20" (Double crown)

Cost effective option, fitted in pairs of the same artwork unless otherwise stated for maximum impact. Boards are fixed to key railings sites across the city centre.

SIZE: 30" high x 20" wide (762mm high x 508mm wide).

COST: £25 + vat per poster - includes production, printing your supplied artwork directly onto correx.

REPLACEMENT POSTERS: £15 + vat.

SPARE / REPLACEMENT RECOMMENDATION: MEDIUM



RAILING BOARDS - 30" x 40" (Quad)

Cost effective landscape format making the most of the space available, fixed to key railings sites across the city centre.

SIZE: 30" high x 40" wide (762mm high x 1016mm wide).

COST: £65 + vat per poster - includes production, printing your supplied artwork directly onto correx.

REPLACEMENT POSTERS: £15 + vat.

SPARE / REPLACEMENT RECOMMENDATION: MEDIUM



LOCATION SPECIFIC FORMATS

Please refer to our online maps at www.outofhand.co.uk for each format to see the exact location's available to book.



8 SHEET (60" x 80")

An unusual size that really grabs people's attention but is still affordable to smaller shows. Posters are attached to temporary fencing panels or railings depending on location in high footfall areas.

SIZE: 60" high x 80" wide (1524mm high x 2032mm wide).

COST: £325 + vat per poster - includes production, printing your supplied artwork directly onto correx.

REPLACEMENT POSTERS: £50 + vat.

SPARE / REPLACEMENT RECOMMENDATION: MEDIUM



12 SHEETS (60" x 120")

Our largest poster size that really stands out with a huge landscape area for your show artwork.

SIZE: 60" high x 120" wide (1524mm high x 3048mm wide).

COST: £550 + vat per poster - includes production, printing your supplied artwork directly onto correx.

REPLACEMENT POSTERS: £75 + vat.

SPARE / REPLACEMENT RECOMMENDATION: MEDIUM

EXTRAS: Add a fence top above your artwork to really stand out above other shows. Each fence top is 0.5m high and 3.5m wide – perfect for quotes or review comments to help draw attention to your show.

COST: £125 + vat

NOTE: You can only buy a fence top to go above your own poster.



BOLLARDS

Unique format placed over metal bollards on high footfall walkways within the central Fringe areas. Sold in sets of two or three depending on location for maximum impact.

SIZE: 1.3m high x 0.22m wide.

COST: £110 + vat per bollard - includes production, printing your supplied artwork directly onto correx.

REPLACEMENT POSTERS: £30 + vat.

SPARE / REPLACEMENT RECOMMENDATION: HIGH



FESTIVAL TOWERS

Large, purpose built structures that really stand out and get noticed. Each four or six sided tower is situated in central, high traffic locations and offers great exposure for your show. Due to limited availability, only one side per show in each location.

SIZE: Each side is 8ft high x 4ft wide.

COST: £550 + vat per side - includes production, printing your supplied artwork directly onto correx.

REPLACEMENT POSTERS: £75 + vat.

SPARE / REPLACEMENT RECOMMENDATION: LOW

LOCATION SPECIFIC FORMATS



FESTIVAL TRIANGLE / CUBE

Make a big impact with this large freestanding three sided format that will hold either 3 x 12 sheets or 9 x 4-sheets (3 per side). Locations in high footfall traffic across the city centre and old town.

SIZE: See above.

COST: £575 + vat per side or £1725 + vat per complete triangle (all three sides) - includes production, printing your supplied artwork directly onto correx.

EXTRAS: Add a fence top above your artwork to really stand out above other shows. Each fence top is 0.5m high and 3.5m wide – perfect for quotes or review comments to help draw attention to your show.

COST: £125 + vat per side

NOTE: You can only buy a fence top to go above your own poster.



RAILING BOARDS (30" x 80" / Double Quad)

Extra large railing board to get extra attention for your show, fitted to key railings sites across the city centre.

SIZE: 30" high x 80" wide.

COST: £150 + vat per poster - includes production, printing your supplied artwork directly onto correx.

REPLACEMENT POSTERS: £30 + vat.

SPARE / REPLACEMENT RECOMMENDATION: MEDIUM



WIDESCREENS

Framed and mounted on railings running alongside the entire length of Prince's St gardens. This area receives a footfall of 1.3m million people during the Fringe – a mix of both festival goers and locals alike so is well positioned to reach a high number of people.

SIZE: 700mm high x 2000mm wide

COST: £300 + vat – includes production. Printing your supplied artwork directly onto correx and mounted in a wooden frame.

REPLACEMENT POSTERS: £30 + vat.

SPARE / REPLACEMENT RECOMMENDATION: LOW



COWGATE PILLARS

Exclusive format in the heart of the Cowgate. This location situated between the Seven Sisters and Underbelly Cowgate and perfect to target Fringe goers attending free and paid-for shows in this exceptionally busy area of Edinburgh. All artwork is printed onto non PVC vinyl and wrapped around the pillars.

SIZE: Various

COST:

Front Panel (facing the road): £250 + vat per poster

Side panel (facing either direction): £175 + vat per poster

Back panel (facing the pavement under the arches): £150 + vat per poster

All prices include production, printing your supplied artwork directly onto the non PVC vinyl.

NOTE: Limit of four banners per show – one per side

REPLACEMENT BANNERS: £50 + vat.

SPARE / REPLACEMENT RECOMMENDATION: LOW

LOCATION SPECIFIC FORMATS



**CLICK
HERE FOR
MAP**

POTTEROW PORT VINYL'S

Exclusive format in a very high footfall area between the Gilded Balloon Museum venue and Bristo Square. This location is fully lit 24hrs a day to ensure good presentation at all times. All artwork is printed onto a hard standing vinyl with an anti graffiti laminate applied over the top to protect the artwork.

SIZE/COST:

4-sheet 60" x 40": £250 + vat per poster

12-sheet 60" x 120": £825 + vat per poster

All prices include production, printing your supplied artwork directly onto vinyl

NOTE: Limit of one vinyl poster per show



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MAP**

CROWD BARRIER JACKET

Full colour, double sided and printed onto PVC mesh – high impact and gets noticed as they pop up in places you won't expect to see show advertising.

LOCATIONS: Royal Mile, by Hunter Square, Bristo Square in front of the entrance to Pleasance Dome, by Greyfriars Bobby and George IV Bridge.

SIZE: 1m high x 2.2m wide.

COST: £250 + vat per barrier

REPLACEMENT BANNERS: £75 + vat.

SPARE / REPLACEMENT RECOMMENDATION: **LOW**



**CLICK
HERE FOR
MAP**

PHONE KIOSK

Exclusive format in heavy footfall areas of the city centre. Whilst the actual phone boxes might not be used much for making phone calls, they are positioned in good street level locations and the outsides of them are great advertising platforms to reach Fringe fans across the city centre.

COST: £600 + vat per location

All prices include production.

Please note this format will be installed by Fri 3rd August and not 30th July as per all other formats.

REPLACEMENT BANNERS: n/a



FENCE TOPS

Give some height to your poster advertising – this format sits perfectly above each side of a Festival Triangle / Cube / above your 12 sheet. This space is great to use for highlighting those great reviews and star ratings / promote special ticket deals or performances. Draw extra attention to your shows advertised underneath on each fence panel as this poster format is 2.5m above the ground!

SIZE: 0.5m high x 3.5m wide

COST: £125 + vat per side – includes production. Printing your supplied artwork directly onto correx and mounted onto the fence top.

NOTE: You can only purchase a fence top to go above your our show poster – you can't put it on top of someone else's!



VENUE WAY FINDING ARROWS AVAILABLE FOR PROMOTERS OR VENUES ONLY

Purpose built fringe venue wayfinding arrows to help guide ticket holders to your venue. Printed full colour, double sided on correx. Arrows are sold in packs of five and the price includes fitting - you'll be allocated a two hour fitting slot w/c Mon 30th July with our fitting team to put up the arrows on suitable lamp posts (not sign posts) within 500m of your venue.

Arrows are fitted above head height on lamp posts.

Arrows are only available for venues, not individual shows.

SIZE: Each wayfinding finger arrow is 210mm high x 550mm wide

COST:

5 Arrows: £125 + vat

10 Arrows: £250 + vat

15 Arrows: £375 + vat

20 Arrows: £500 + vat

Includes printing your supplied artwork directly onto correx and fitting.

LOCATIONS: Arrows can be placed within 500m of your venue.

FAQ'S

HOW DO I BOOK?

We strongly recommend you book directly online at www.outofhand.co.uk as this is the quickest way to secure your spaces. However, we can also take orders via phone **0117 953 6363** or via email fringe@outofhand.co.uk

I DON'T HAVE DESIGN YET, CAN I STILL BOOK ADVERTISING?

Yes, book your advertising now and you supply your artwork in early June.

THERE ARE SO MANY OPTIONS, I DON'T KNOW WHAT TO BOOK?

We offer a free planning and advice to help you book the right advertising for your show, taking into account your venue, budget and target audience. Just contact us and we'll take things from there.

DO I HAVE TO SUPPLY MY ARTWORK WHEN I BOOK?

No, book your advertising now and you supply your artwork in early June.

DO THE PRICES INCLUDE PRINTING?

Yes, all our prices include printing your supplied artwork onto the boards - there is NO need for you to print separate posters.

CAN I SUPPLY PRE-PRINTED POSTERS TO YOU?

No, we are only printing supplied artwork directly onto correx. This is a more robust and weather resistant option as there is no paper poster to blow / rip off.



BOOK NOW

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