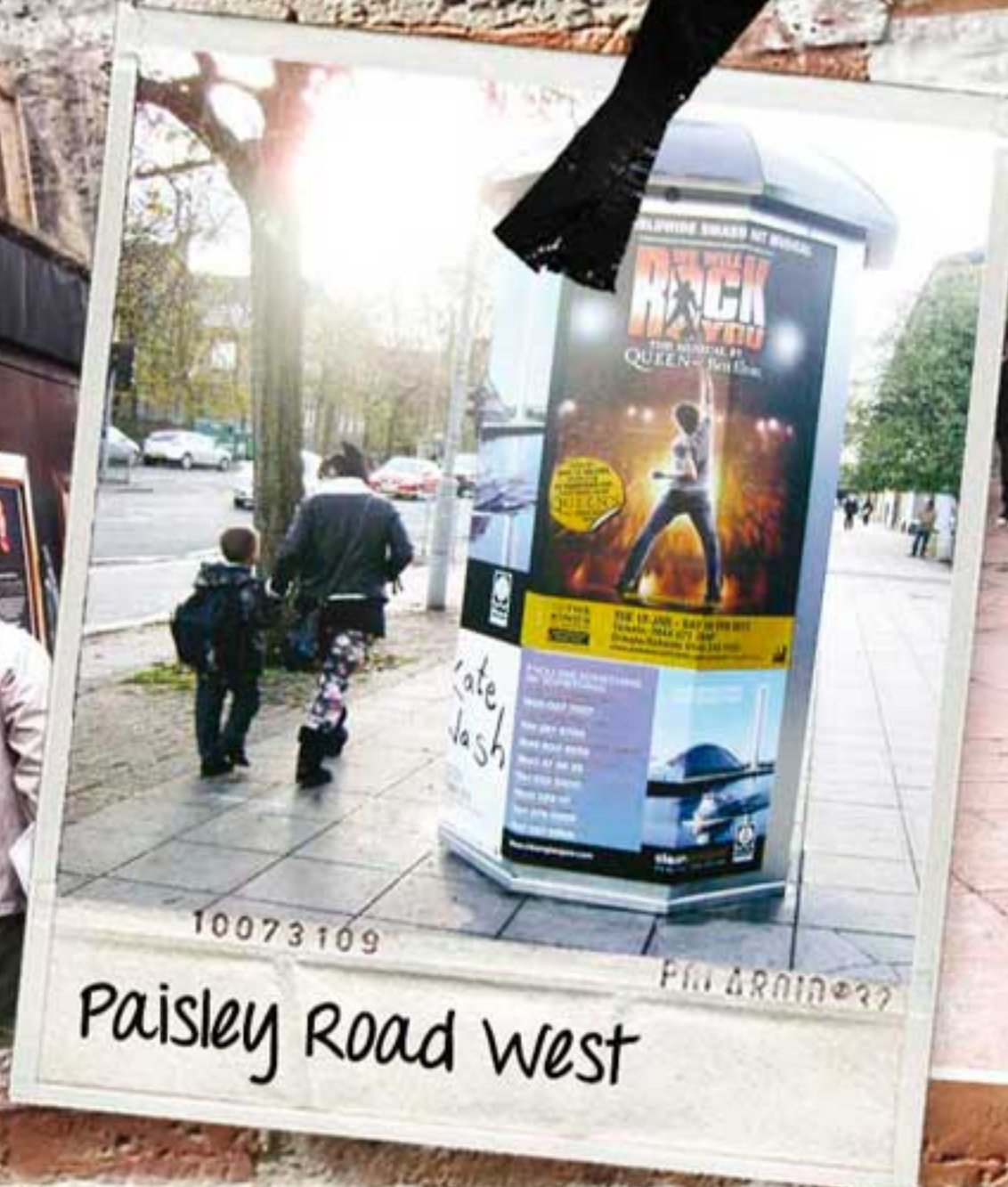
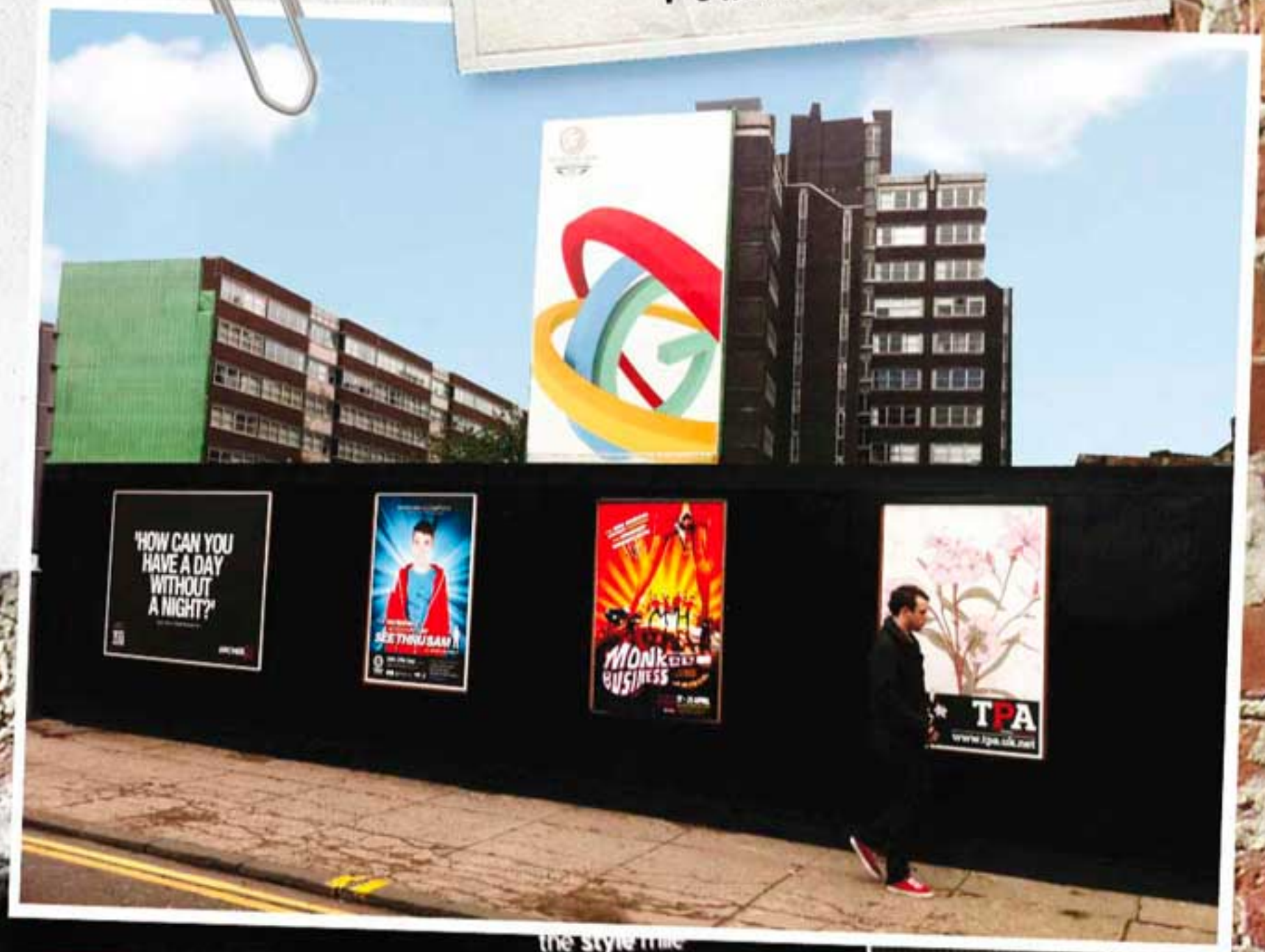


STREET POSTERS

TPA OFFER AFFORDABLE STREET SITES IN HIGH IMPACT LOCATIONS

CITY WIDE COVERAGE
EFFECTIVE CREDIBLE MEDIA FORMATS
STREET POSTERS ARE UNAVOIDABLE
FULLY APPROVED



HIT THE STREETS!

TPA sites look and feel like traditional street posters

TPA provide affordable city centre, council-approved poster sites in Glasgow at a rate of £25 per panel/per week. An amazing cost effective opportunity especially when compared to traditional outdoor offerings and other mainstream media.

TPA street posters attract and engage the usually hard to reach mobile city centre audience

Our sites are positioned at key locations offering excellent coverage and distribution. The posters are well spaced ensuring cut through and we go for quality over quantity. All of our sites are regularly maintained and we offer flexible weekly posting. We don't go in for rows and rows of endless poster runs.

TPA street posters will immediately raise your company profile with your target market

Outdoor delivers a high impact message at close quarters. Your brand being seen repeatedly around town will instantly increase credibility and help to raise awareness levels. It's tried and tested and importantly... it works.

TPA street posters are always working, 24/7

Street posters are unavoidable. There is no getting away from them. They can't be switched off, skipped or zapped. Your message is there 24/7. In total campaign running time no other media comes close.



London Road



st Vincent street



WHERE?

TPA has city centre sites throughout Glasgow and can also offer other key Scottish cities as well as nationwide campaigns. All of our sites are located next to music venues, theatres, clubs and shops offering both high footfall and heavy vehicular traffic flow, creating high frequency presence.



100% ACCOUNTABILITY

All TPA poster sites are authorised and fully approved. Sites are regularly monitored to ensure your campaign looks good throughout the full display period. Site lists and photos are supplied with each and every campaign - large or small.

ENGAGE

Street posters keep people informed, especially the normally difficult to target youth market who look to the posters on the street to check out what's current and cool. Much kudos and extra value can be gained by association as many existing advertisers and youth orientated brands are already well recognised.



HOW?

Booking the posters couldn't be easier. Simply e-mail or call for up to date availability.

- 2 week campaign periods (with valuable and flexible weekly option).
- Monday in charge (campaign start date)
- For artwork information and campaign planner (posting periods) please see separate specification sheet.



TPA have over 25 years experience in the poster advertising business.

“ We have always believed in the power of outdoor. Since we started working with TPA we are now getting an even better response and at a significantly reduced cost. Definitely a win-win situation for us. ”

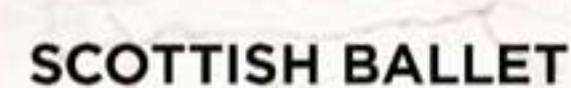
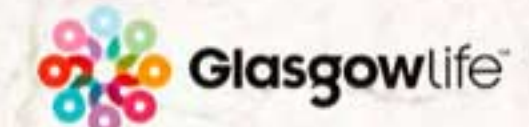
-Andrew MacKinnon, **Mail Boxes Etc.**

“ TPA have been such an important factor in the life of the Arches' marketing strategy. The service they provide is not only of high quality and good value, but truly consistent, with posters always appearing when and where they have been booked. Other poster display companies have let us down many times in the past but never TPA! Their communication is always excellent as well, with prompt responses to queries and bookings. Our customers often quote the posters they've spotted on the street as their source of information about an event, be it a gig, theatre show or club night, so we know it works. ”

-Niall Walker, **The Arches**

“ TPA's comprehensive city centre coverage gets our message in front of our target market 24/7. The posters are unmissable and have helped drive new customers to our website. We are delighted with the results. ”

-Christopher Johnston, **Fitness Frontier**



TPA

The Poster Associates

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