



EDINBURGH FESTIVAL FRINGE 2022

**FLYER, POSTER AND
BROCHURE PRINT AND DISTRIBUTION
SPECIALISTS**



Working with Fringe participants for over 20yrs



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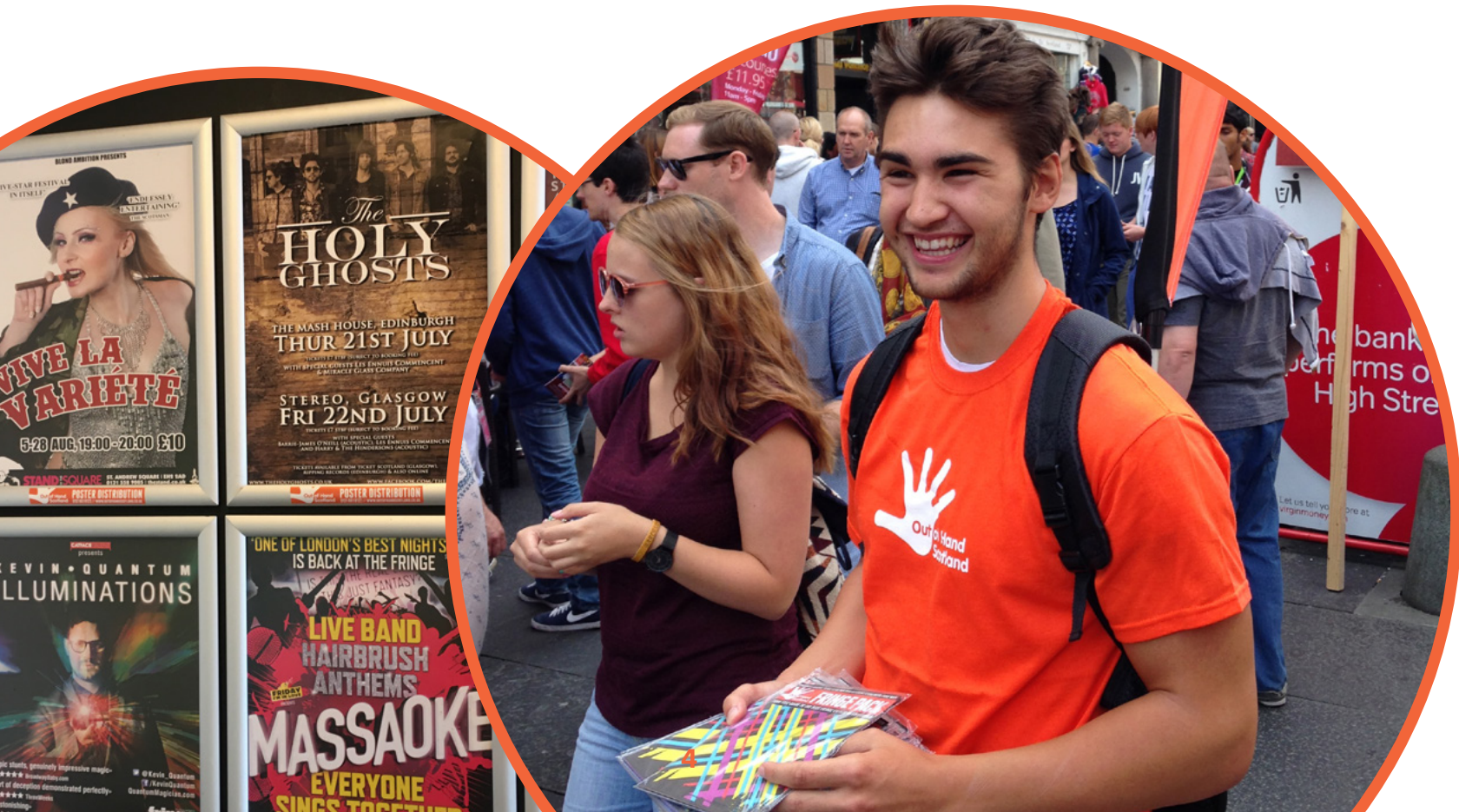
WELCOME TO OUT OF HAND

We are the Fringe show promotional experts, having undertaken work to promote shows for the past 20yrs, we know what works, what doesn't and have built up relationships with all the key outlets that really matter.

We live and work all year round in Edinburgh, we're not a fly-by night outfit that only pop's up for the Fringe and disappears again at the end of August. We employ local people, source supplies locally and have built up a good reputation for undertaking reliable distribution for Fringe participants to help raise awareness of their show within Edinburgh. As a result of this, we have worked with some of the biggest promoters at the Fringe, alongside some of the smallest – both receive the same high levels of service to ensure their flyers, posters and/or brochures are placed in the right places to be seen by potential Fringe show audiences.

We have established a network of hundreds of outlets within Edinburgh that are happy to accept flyers, posters and brochures on behalf of our clients. These include shops, bars, pubs, restaurants, cafes, coffee shops, takeaways, laundrettes, hair / beauty salons, leisure facilities and family attractions throughout Edinburgh. Flyers are displayed in our branded stands, posters are placed in our branded A3 poster frames or in designated poster areas within each outlet. We always have permission to display material – each site is serviced by a member of OOHS staff who displays the material, tidies the display (where necessary) and removes out of date material.

All our distribution is closely managed by our distribution manager – we undertake proof of posting for all flyer / poster distribution to ensure it is placed in the right places.



PROOF OF DISTRIBUTION



PROOF OF POSTING SEARCH

Please enter your six digits order number below.

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

All

Search

For your peace of mind, and to prove we have undertaken the work booked, we provide each customer a link to their online gallery showing photos of all your marketing material in situ. Unfortunately, we DON'T supply a written list of outlets covered.

NOTE: Please be aware, as much as we do everything reasonably possible to keep your posters and flyers displayed, once we leave each location we cannot be held responsible if your posters / flyers are removed by other parties. Also, as our online proof of posting gallery is manually managed, due to the volume of distribution during the Fringe, this is not in real time, and it may take a few days for your images to be uploaded after the distribution has been undertaken.

RECYCLING:
After the Festival Fringe, we'll remove any out of date or leftover flyers/posters and put them into our recycling scheme – unlike some of our competitors, we don't charge any extra for this service as we feel we have a moral responsibility to recycle anything that isn't used to try and minimise the environmental impact of our commercial activities and be as sustainable as possible.

THE FRINGE PACK

Our popular weekly A5 packs contain a collection of selected Fringe show flyers and a limited edition A3 poster. The packs are distributed by our street teams during the busiest times of the day around core Fringe hubs (to include The Royal Mile, George Square and The Half Price Ticket Hub), directly to people looking for shows to go to every day from 5th August to 29th August. These Packs are also being distributed by our distribution team at our merchandising stands throughout the city centre.

For the shows and venues, inclusion in the packs is a very cost effective method of marketing it, reduces waste and your printing costs. For the festival fringe goers, having our pack gives them a clear, concise and useful guide to the best shows the Fringe has to offer every week.

- 10,000 copies distributed per week
- Three editions during the Fringe
- Released every Monday and distributed hand to hand by our street teams
- Handy A5 sized pack folds out to an A3 limited edition show poster with editorial.
- Limited number of adverts and inserts ensures an uncluttered environment when compared to magazine advertising and other solutions.

COST:

Flyer insert:

£40 + vat per 1,000 flyers
(Min order 1,000 flyers, maximum size is A5 / we are doing 10,000 packs per week so will need 10,000 flyers for a full weeks coverage)

Folded flyer / brochure insert:

£50 + vat per 1,000 flyers

FRINGE PACK SPECIAL OFFERS:

These packages include the print of your flyers on 130gsm paper, delivery and distribution of your flyers into our Fringe Pack at an exceptionally good rate.

	A5	A6
12,000 printed, 10,000 distributed, 2,000 to keep:	£438 + vat. Saving £120	£365 + vat. Saving £120
25,000 printed, 20,000 distributed, 5,000 to keep:	£813 + vat. Saving £280	£678 + vat. Saving £280
40,000 printed, 30,000 distributed, 10,000 to keep:	£1,096 + vat. Saving £560	£886 + vat. Saving £560

ADVERT / INSERT DEADLINES:

Week 1: Mon 1st August 2022

Week 2: Mon 8th August 2022

Week 3: Mon 15th August 2022

ISSUE DISTRIBUTION DATES:

Week 1: w/c Mon 8th August 2022

Week 2: w/c Mon 15th August 2022

Week 3: w/c Mon 22nd August 2022



INDOOR POSTER DISTRIBUTION

Posters are distributed daily to selected shops, bars, pubs, restaurants, cafes, coffee shops, takeaways, laundrettes, hair / beauty salons, leisure facilities and family attractions.

Space within outlets is highly competitive during the Fringe with limited space available - we have built up good relationships with numerous businesses over the years and we know which outlets are happy to take posters, where people are likely to go during the Fringe and the best places to display your promotional material. We have multiple routes covering the city centre and surrounding areas - unless otherwise specified when booking, your posters will be evenly spread out across all routes.

- Only the busiest and most relevant outlets used
- Daily top ups to replace missing posters
A4 or A3 size posters accepted (A4 posters preferred as these will get into places easier)
- Free online proof of posting gallery so you can see where your flyers have been displayed (photos show flyers on display)
Posters are placed inside outlets – not outside on street furniture or fly posted on empty shops.
Maximum quantity: 200 posters per show for continuous coverage throughout the four week Fringe period, allowing extra posters for replenishing outlets where needed.
Minimum booking is 100 posters

COST:

A4 Posters:

Distribution only: £75 + vat per 100

Print and distribution: £95 + vat per 100

A3 Posters:

Distribution only: £100 + vat per 100

Print and distribution: £125 + vat per 100

Please note: We are unable to display posters in Fringe venues so please ensure you keep some of your print back for display in your own venue.



FLYER DISTRIBUTION

As we undertake flyer distribution all year round, we have successfully built up good relationships with staff and owners of over 250 suitable outlets such as shops, bars, pubs, cafes and takeaways in the city centre and therefore manage to get prime visibility within these locations. A majority have our branded display stands but we also visit outlets which don't necessarily have space for our stand but give permission to display flyers.

- Over 250 outlets within our extensive network
- All city centre outlets visited regularly during the Fringe
- We take photos of all flyers distributed in each outlet
- Free online proof of posting gallery so you can see where your flyers have been displayed (photos show flyers on display)
- Suggested quantity: 5,000 flyers for continuous coverage throughout the four week Fringe period, allowing extra flyers for replenishing outlets where needed
- Minimum booking is 1,000 flyers
- Maximum flyer size: A5

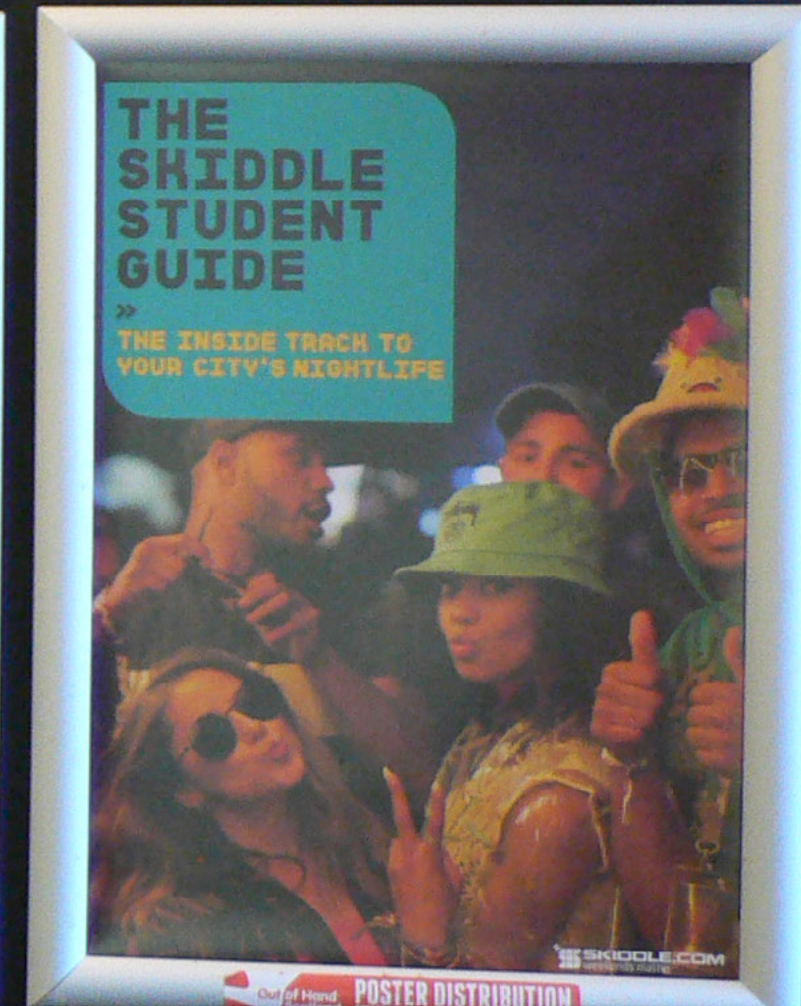
COST:

£90 + vat per 1,000 flyers

£120 + vat per 1,000 booklets / programmes / beermats / maps

For your peace of mind, and to prove we have undertaken the work booked, we provide each customer a link to their online gallery showing a selection of photos of your leaflets in situ. Please note we don't supply a photo for every single leaflet distributed.

NOTE: Our online proof of posting gallery is not real time, and it may take a few days for your images to be uploaded, after the distribution has been undertaken.



HAND TO HAND DISTRIBUTION

Whether you're a promoter, venue manager or agency, we can arrange and manage street level promotion for your marketing activity at locations and times of your choice during the Fringe throughout Edinburgh with our team of experienced promotional staff. Our staff are approachable, enthusiastic, reliable and outgoing and as the first point of contact between your show and potential customers, you can rely on them to create a good first impression.

For bookings for the whole duration of the Fringe, where possible, we'll allocate specific team members for the complete campaign and arrange for them to see the show at the beginning of the Fringe, so they have a greater understanding of the show and can promote it more effectively.

- Our staff help establish and support your show, no matter how big or small
- Your campaign tailored to suit your budget and needs
- You can provide show branded clothing for our promotional staff (surcharge applies)
- If no clothing supplied, our staff wear street team uniforms of branded t-shirts, hooded tops and jackets depending on weather conditions (this is Scotland after all!)
- Staff can wear specific costumes, extra surcharge applies.
- All staff are met by a supervisor, briefed on the full campaign requirements (including target audience) and supervised throughout their session
- Minimum booking is two hours.
- Choice of five locations with set times listed below.
- We can arrange for staff to see your preview show too



HAND TO HAND DISTRIBUTION

AREAS AND TIMES

Royal Mile	Half-Price Ticket hut/ National Gallery	Cowgate (Grassmarket end)	George Square and Charles St (outside Gilded Balloon area)	Outside Pleasance Courtyard
11am-12pm	11am-12pm	2pm-3pm	2pm-3pm	12pm-1pm
12pm-1pm	12pm-1pm	3pm-4pm	3pm-4pm	1pm-2pm
1pm-2pm	1pm-2pm	4pm-5pm	4pm-5pm	2pm-3pm
2pm-3pm	2pm-3pm	5pm-6pm	5pm-6pm	3pm-4pm
3pm-4pm	3pm-4pm	7pm-8pm	7pm-8pm	4pm-5pm
4pm-5pm	4pm-5pm	8pm-9pm	8pm-9pm	5pm-6pm
5pm-6pm	5pm-6pm	9pm-10pm	9pm-10pm	6pm-7pm
				7pm-8pm

COST:

1-20hrs: £30 + vat per staff member per hour
21hrs or more: £29 + vat per staff member per hour
Min order: Min booking is two hours

SURCHARGES:

If you'd like our staff to wear your branded clothing: £1 per hour extra
If you'd like staff to dress up in a costume: £5 per hour extra





EXCLUSIVE TO FRINGE SHOWS: EDINBURGH'S FASTEST SAME DAY DIGITAL PRINT SERVICE

- Open 7 days a week - including SATURDAY and SUNDAY throughout the Fringe.
- We offer fast same day printing – ideal for short runs of up to 1,000 flyers / 500 posters.
- All flyers are digitally printed full colour, either single or double sided on to a range of different stock
- Posters are printed on either Black and White, Dayglow or Full Colour.

Print can be collected from our office on London Rd or delivered to any central Edinburgh address.

Contact us with your requirements.



WE HAVE 20 YEARS EXPERIENCE PRODUCING PRINT FOR EDINBURGH FESTIVAL FRINGE PARTICIPANTS

- All our flyers are printed full colour, double sided on either 130gsm gloss, thick 300gsm gloss or 350gsm pulp board
- All our posters are printed full colour, single sided on 130gsm gloss
- Full design service available with rates ranging from £50 + vat to £60 + vat per hour

Our prices include **FREE delivery within Edinburgh** (inc splits if required with some of your order going direct to your venue / distribution company and balance to your accommodation when you arrive in Edinburgh).

We offer a **FREE basic artwork check** to ensure your supplied files will print correctly. We'll notify you if we find a problem! (We check to ensure your file will technically print correctly, we don't check the content such as spelling, dates, prices etc – you need to do that!).

Print packages: If you order your flyers and posters together at the same time, there's no VAT to pay (unless your flyer is offering a discount on the tickets or you are asking people to write on them).

Turnaround: 3 working days (5 working days for 350gsm pulp flyers), inc delivery – we're happy to store your print until the venue can take delivery of it.

We can also print programmes, wristbands, banners amongst other things. If you can't find what you want, contact us for a bespoke quote.

**We look forward to supplying you
with promotional material for
your 2022 Fringe show.**



A6 PRINT PACKAGES

All our package deals are VAT exempt

The A6 SMALL Package

1,250 A6 FLYERS
25 A3 POSTERS

Pick your flyer stock:



Our amazing SMALL package is perfect for the short-run show. And much more portable.

A6 FLYERS:

- Full Colour
- Double Sided Print
- Option of 130gsm, 300gsm silk paper or thick 350gsm pulp board from sustainable sources

A3 POSTERS:

- Full Colour
- Single Sided Print
- 130gsm Silk

FREE ARTWORK CHECK of your supplied artwork.

FREE DELIVERY to your venue and/or accommodation in Edinburgh. Addresses outside of Edinburgh cost an additional £10 + VAT.

Terms & conditions apply.

The A6 MEDIUM Package

2,500 A6 FLYERS
50 A3 POSTERS

Pick your flyer stock:



Our MEDIUM package is ideal for the short run show with a bigger budget for their printing.

A6 FLYERS:

- Full Colour
- Double Sided Print
- Option of 130gsm, 300gsm silk paper or thick 350gsm pulp board from sustainable sources

A3 POSTERS:

- Full Colour
- Single Sided Print
- 130gsm Silk

FREE ARTWORK CHECK of your supplied artwork.

FREE DELIVERY to your venue and/or accommodation in Edinburgh. Addresses outside of Edinburgh cost an additional £12 + VAT.

Terms & conditions apply.

A6 PRINT PACKAGES

All our package deals are VAT exempt

The A6 LARGE Package



5,000 A6 FLYERS
100 A3 POSTERS

Pick your flyer stock:



Our LARGE package is designed for the larger show, or if you need to create a bigger impression.

A6 FLYERS:

- Full Colour.
- Double Sided Print.
- Option of 130gsm, 300gsm silk paper or thick 350gsm pulp board from sustainable sources.

A3 POSTERS:

- Full Colour.
- Single Sided Print.
- 130gsm Silk.

FREE ARTWORK CHECK of your supplied artwork.

FREE DELIVERY to your venue and/or accommodation in Edinburgh. Addresses outside of Edinburgh cost an additional £15 + VAT.

Terms & conditions apply.

The A6 EXTRA LARGE Package

10,000 A6 FLYERS
100 A3 POSTERS

Pick your flyer stock:



If you want a huge quantity of flyers and posters all in one tasty order, our new EXTRA LARGE package is for you.

A6 FLYERS:

- Full Colour
- Double Sided Print
- Option of 130gsm, 300gsm silk paper or thick 350gsm pulp board from sustainable sources

A3 POSTERS:

- Full Colour
- Single Sided Print
- 130gsm Silk

FREE ARTWORK CHECK of your supplied artwork.

FREE DELIVERY to your venue and/or accommodation in Edinburgh. Addresses outside of Edinburgh cost an additional £20 + VAT.

Terms & conditions apply.

A5 PRINT PACKAGES

All our package deals are VAT exempt

The A5 SMALL Package

1,250 A5 FLYERS
25 A3 POSTERS

Pick your flyer stock:



Our amazing A5 SMALL package is perfect for the short-run show. And much more portable.

A5 FLYERS:

- Full Colour
- Double Sided Print
- Option of 130gsm, 300gsm silk paper or thick 350gsm pulp board from sustainable sources

A3 POSTERS:

- Full Colour
- Single Sided Print
- 130gsm Silk

FREE ARTWORK CHECK of your supplied artwork.

FREE DELIVERY to your venue and/or accommodation in Edinburgh. Addresses outside of Edinburgh cost an additional £10 + VAT.

Terms & conditions apply.

The A5 MEDIUM Package

2,500 A5 FLYERS
50 A3 POSTERS

Pick your flyer stock:



Our A5 MEDIUM package is ideal for the short run show with a bigger budget for their printing.

A5 FLYERS:

- Full Colour
- Double Sided Print
- Option of 130gsm, 300gsm silk paper or thick 350gsm pulp board from sustainable sources

A3 POSTERS:

- Full Colour
- Single Sided Print
- 130gsm Silk

FREE ARTWORK CHECK of your supplied artwork.

FREE DELIVERY to your venue and/or accommodation in Edinburgh. Addresses outside of Edinburgh cost an additional £12 + VAT.

Terms & conditions apply.

A5 PRINT PACKAGES

All our package deals are VAT exempt

The A5 LARGE Package

5,000 A5 FLYERS
100 A3 POSTERS

Pick your flyer stock:



Our LARGE package is designed for the larger show, or if you need to create a bigger impression.

A5 FLYERS:

- Full Colour
- Double Sided Print
- Option of 130gsm, 300gsm silk paper or thick 350gsm pulp board from sustainable sources

A3 POSTERS:

- Full Colour
- Single Sided Print
- 130gsm Silk

FREE ARTWORK CHECK of your supplied artwork.

FREE DELIVERY to your venue and/or accommodation in Edinburgh. Addresses outside of Edinburgh cost an additional £15 + VAT.

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BOOK NOW
fringe@outofhand.co.uk

0131 661 8122

**Floor B2, St Margaret's House,
151 London Road, Edinburgh, EH7 6AE**

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