

ADVERTISING RATES

The Edinburgh Student Guide and flyer pack is the most cost effective channel to get in front of the student market in Edinburgh, book your space and inserts with us now.

COVER SHEET

This forms the backbone of the pack, with flyer inserts inside. The cover sheet is A5 and folds out to A3 with a free poster inside. 1,500 copies.

Banner advert on front cover: £75 + vat

A5 advert on page 3: £100 + vat

Outside back cover: £125 + vat

A3 poster: £150 + vat



FLYER INSERTS

DISTRO ONLY

£30 per 1,000 / £45 for 1,500.

- Deals available for multiple inserts per two week period.
- Deals available for block bookings of three or more two-week periods.



DEADLINES

Advert artwork is required by the Monday before the pack is due out. Inserts are required by the Wednesday before the packs are due to be distributed.

PRINT & DISTRO

Printed full colour, double sided on gloss paper stock to give your marketing material that professional look. Prices are to print 2,500 flyers, insert 1,500 and you get 1,000 flyers.

A6	A5:
130gsm: £85	130gsm: £115
170gsm: £90	170gsm: £120
300gsm: £110	300gsm: £165

Other paper stocks and sizes are available contact us to discuss.

ADVERT DESIGN

Need your advert designing? We can help design an eye catching advert for you, based on your needs.

Advert design: From £35 + vat

Flyer design: From £90 + vat

All design costs are subject to sight of the brief, contact us on 0131 661 8122 for a free, no obligation quote.

ONE STOP SHOP

We can help design your promotional material, print it for you all in house, so you have one point of contact and one invoice to pay - saving you time, effort and money.

EDINBURGH



STUDENT GUIDE

FLYER PACK



**INSERT
YOUR FLYERS
INTO OUR BESPOKE PACKS
THAT ARE DISTRIBUTED
DIRECTLY TO THE STUDENT MARKET IN EDINBURGH**

BOOK YOUR SPACE NOW: 0131 661 8122 / SALES@OUTOFHANDSCOTLAND.CO.UK

ADVERTISE

IN OUR STUDENT GUIDE AND FLYER PACK AND LET US DO THE BUSINESS FOR YOU

Given away free to students in Edinburgh, our bespoke packs are the most direct and effective form of communication with the responsive student market in Edinburgh. Crammed full of all the essential information such as exclusive discounts, party flyers, product samples, stickers a free A3 poster and the chance to win tickets to the best events in the city, our packs are the ultimate guide to Edinburgh to help students spend their money wisely...

If you want extra student business, you need to get involved in our packs.



**UNIQUE FORTNIGHTLY DISTRIBUTION
1,500 PACKS // 100% PICK UP RATE**

BOOK YOUR SPACE NOW: 0131 661 8122 / SALES@OUTOFHANDSCOTLAND.CO.UK

OUR STUDENT FLYER PACKS ARE EXCLUSIVELY DISTRIBUTED TO EDINBURGH STUDENTS

Our free packs are crammed full of up to date essential information students need to get the best out of their time living in the city, including exclusive shop discounts, event flyers, product samples, stickers and our special A3 poster. The packs are competitively priced and offer a cost effective direct route to reaching the student market. Distributed by our professional team of promotional staff, the packs are given away free to students at selected privately operated student halls of residence throughout Edinburgh city centre and stocked within the student unions.

WHERE ARE THE PACKS DISTRIBUTED?

For each issue the packs are distributed via two direct distribution platforms. This involves around 1,000 packs being distributed via door to door into the post boxes of the halls of residence in Edinburgh.

Then around 500 distributed by our professional promotional staff, handing them directly to the students during the busy lunchtime period on selected week days outside Edinburgh University and Napier University to ensure we reach as many students as possible in a timely manner, achieving a 100% pick up rate, with a visual impact.

2015/2016 DISTRIBUTION DATES

We produce 1,500 bespoke student packs for distribution every two weeks during term time and checked and topped up by us on a weekly basis.

Week commencing:

2015

WC 28th Sept
WC 12th Oct
WC 26th Oct
WC 9th Nov
WC 23rd Nov
WC 7th Dec

2016

WC 11th Jan
WC 25th Jan
WC 1st Feb
WC 22nd Feb
WC 7th March
WC 21st March
WC 18th April
WC 2nd May
WC 16th May

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