

POSTER AND FLYER DISTRIBUTION



MaD
Promo

ABOUT MAD PROMO

MaD Promo is an Adelaide based business that specialises in distributing posters, flyers and festival program guides.

MaD promo's mission is to support and promote all cultural and creative events helping to get as many 'bums on seats' as possible, contributing to the enrichment of cultural and creative communities in Adelaide, Australia's festival state! MaD promo will continue to offer every client fair and honest distribution as well as sustainable and environmental poster distro practices. Helping to brighten society's cultural experiences and help sustain our environment.

We distribute for festivals, major events, cinemas, film distributors, theatre productions, performing artists, small theatre companies, musicians, publicists, and promoters.

MaD Promo is an independently owned and operated business.

How MaD is YOUR promo?

DISTRO AND PRICES

We can help you distribute the following:

Posters: A4, A3 and A2 sizes (and other sizes in between)

We generally don't do posters bigger than A2.

Flyers: Up to A5 size

Program Guides: up to A4 size

(MaD Promo are the official FRINGE Festival Guide distributor!)

*Please note, MaD Promo does not do letterbox distributing.

WHAT WE OFFER

- Up to 4 weeks exposure for your event (deliver your posters to Mad at least 4 weeks prior to your event to get maximum exposure)
- Excellent street level exposure on major streets and roads in Adelaide and surrounding suburbs, as well as various backpackers, hotels, cafe strips, universities and retail stores. (See back cover for locations)
- We can distribute anything from 25 posters to hundreds of posters depending on your budget and publicity campaign
- Recycling service which enables generic posters to be used again.
- A fair and honest run
- The most competitive rates in Adelaide!

DISTRUBTION PRICES

Posters

Size	Cost (Per Poster)
A4	\$0.95c
A3	\$1.00
A2	\$1.20

Flyers/Brochures

Size	Cost (Per 1,000)
All standard flyer & brochure sizes	\$90

Program Guides

Size	Cost (Per 1,000)
All standard programs, guides & booklets	\$100

All prices are ex GST

Please note, MaD Promo does not do letterbox distributing.

SUSTAINABLE

MaD Promo recycle old posters in the appropriate manner to ensure that the business of posterage has the lowest possible impact on the environment.

MaD Promo remove all posters advertising events which are out of date and replace them with upcoming ones on a weekly basis. This not only keeps the most current information advertised to the public, but also contributes towards a cleaner city.

MaD Promo works with Transpacific Industries Group, one of Australia's best waste management and recycling companies.

Feel good with MaD knowing your old posters will be removed from poster sites when out of date and recycled, shredded and donated to pet shops, donated to festivals for the Children's Villages, Donated to schools for students to paint and draw on them and they will be re-used as recycled gift wrapping paper.

PRINT AND DISTRO DEAL

Need printing? We can offer you competitive printing rates.

Please contact us for your printing requirements.

LIST OF DISTRO LOCATIONS

The team at MaD Promo pride themselves on offering every client excellent exposure in countless locations in Adelaide and surrounding suburbs. MaD promo distribution concentrates on where ever there is heavy foot traffic, as well as lots of obscure places in between Including cafes, venues, laundromats, libraries and retail shops.

Adelaide CBD:

- Hindley Street
- Rundle Street
- Gouger Street
- Hutt Street
- Grote Street
- Rundle Mall
- Frome Street
- Radio Adelaide, North Terrace
- Central Market
- Gilbert Street
- Pirie Street
- Halifax Street
- Hindley West
- Light Square

North Adelaide:

- Melbourne Street
- O'Connell Street

Universities:

- Adelaide University
- Flinders University
- Adelaide Central School of Arts (AC Arts)
- City West Campus

Other Locations:

- Jetty Road, Glenelg
- The Parade, Norwood
- Semaphore Road, Semaphore
- Prospect Road, Prospect
- Goodwood Road
- Queen Street / Hawker Street, Brompton
- Unley Road / Glen Osmond Road

North and South:

- Norlunga
- Port Norlunga
- Christies Beach
- Salisbury
- Elizabeth

CONTACT

P: Marcia 0408 340 859 / Deb 0409 533 402

E: posters@madpromo.com.au

W: www.madpromo.com.au

A: Drop off warehouse point available, please phone for details.

Remember... if you contact us at least 4 weeks before your event you can receive maximum exposure across all our locations!

