



ecochar
Media



ecochariots advertising

Introduction

HPV's (Human Powered Vehicles) and the come a long way since their humble beg designed for the streets of London. To your ad area in mind, this is the modern embodiment

Understanding the ever changing demand, w objectives, providing high performance med operating hours and an excellent platform for impact on the environment.

Unique: Visible with a 360 ° view, chariot ad audiences. It's new, different and fun.

Eye catching: Chariots are not something you a highlight of many passengers night or visit a

Memorable: As the search continues for ever this is one medium which certainly has the WC

Cost effective: Maximise a campaign's succe reach areas.

Accountability: Operating in a well establis comprehensive records for the use of each c

Responsible: All of our fully trained riders are c

Carbon neutral: Built specifically as a sustain transport vehicle for London. Chariots produc and are constructed predominantly from sust

Engage your audience - Increase brand visibility - Create a memor

Cost effective strategy

Show your audience your brand strength with innovative use of the advertising, now with even bigger and more accessible creative area. We aim to provide affordable and sustainable advertising options, whether it is for stand alone publicity or adding extra drive to an existing marketing campaign. This high performance advertising offers great value for money and a chance to make a first impression twice.

Demographics

In a year one chariot will on average:

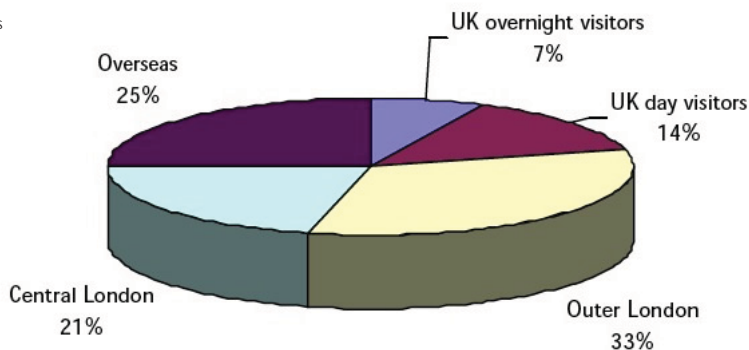
carry 7200 passengers
be seen by 21,900,000 impressionable people

Audience analysis

Survey results suggest that West End visitors fall into the following categories:

- 50% shoppers
- 20-30% work and business
- 10-15% tourism and leisure

Source: GLA Economics



Source: Property Market Analysis survey results

Circulation

Our chariots daily presence in the heart of London during peak time 9am - 6pm, provides a constant level of exposure. Campaigns targeting the city are the most memorable way to communicate your brand name/product. More specifically, they have promoted an adventurous range of creative marketing ideas. Chariots are more visible and have bigger impact in places where ordinary media just can't reach.



Get more mileage from your campaign using it's unique WOY

Advertising rates

6 Panel advertising

Chariots	1 week	1 month	3 months	6 months	12 months
1-2	70	300	800	1500	2880
3-5	60	270	680	1295	2430
6+	50	250	600	1125	2100

Specifications

Templates with text safe guides and can be obtained from our website, or by request.

Back panels:	1260 x 720 mm
Side panels:	920 x 720 mm
Front panels:	1260 x 280 mm
Wheel panels:	800 x 300 mm
Roof cover:	1000 x 1500 mm
Web banner:	765 x 80 px

*prices are based on orders for two or more chariots and may vary.

Production

Lead time is 3-5 working days from submission of print ready artwork. Any self printed material must be supplied full size. Bespoke printed roof covers are produced by request in 4 weeks. Cancellations are required minimum 7 days prior to booking.

Artwork submission

We can accept jpeg, tiff, eps, pdf files, CMYK, 300dpi minimum. Keep all legible text or graphics within the safe margins. Please email artwork (limited to 10MB) to art@ecochariots.com. Confirmation of receipt will be sent for each file submitted. Any design work or amendments to supplied artwork will be subject to a surcharge.

Production and application

One of cost per chariot

6 panel advertising	£265*
4 panel advertising	£225*
3 panel advertising	£195*
Branded roof	£245*
Application only (per panel)	£ 10
Panel cutting (per panel)	£ 5
Leaflet dispenser	£ 25
Audio set up (from)	£ 25
Fags, Uniforms, Chiller box	£tbc
Additional construction	£ 25 ph
Graphic design	£ 15 ph

Testimonials

"Thanks so much, arranging the ur wow factor to our event."

Katja Simanke, Linklaters LLP event a

"A splendid record of highest qua Thank you, Chariots. "

David Norman, Lords Cricket Ground

"What a wonderful way to travel. It

Joanna Lumley, Emmaus launch ev

"Many thanks for your hard work turnout on the New Year's Day Pa highly noticeable. "

Mayor of Sutton, Cllr Myfanwy Walla

