

Positive & Effective Brand Promotion with SaniPost

*The Three Faces of
Advertising...*

***Visible seven days a week,
to a huge audience, with
full colour posters
displayed at eye level, in
a clutter free environment,
for maximum impact.***



SaniPost

SaniPost is both a free hand sanitising station and an opportunity for brands to engage in unique out-of-home (OOH) advertising.

- ✓ A public service & OOH Communication
- ✓ Dispenses FREE hand sanitiser product guaranteeing customer interaction
- ✓ Your advertisement will be positioned on 3 sides
- ✓ Exclusive right to advertise on SaniPost units in NHS Hospitals
- ✓ Affordable entry in to the largest UK Shopping Centres
- ✓ Distance from your advertisement – arms length!
- ✓ Average dwell time is 8 seconds

They literally line up to see your ad!



Unlike traditional outdoor advertising, SaniPost provides a necessary and much wanted public health service. This means consumers engage in a positive experience while looking at your advertisement. Your display will be positioned on three sides of the SaniPost, which means that whichever direction people are travelling, they will see your advertisement.

Because this is provided as a free and convenient service to the public, you get the benefit of outstanding advertising locations in prominent areas where other traditional media is not permitted





Target NHS Hospitals with an average footfall of 8 million people per year

Now, every day, smart marketers have an opportunity to reach out and connect with hospital audiences in a powerful, direct, unique and cost-effective way, thanks to SaniPost and Walk Media.

Sanipost via Walk Media makes this connection possible with the **exclusive right to enable your brand to advertise on 5000 SaniPost advertising sites** situated in NHS hospitals throughout the UK.

NHS employs approx one in 23 of the working population.

The NHS is one of the largest employers in the world, **employing around 1.7 million people**. Staff across the NHS are in contact with more than **1 million patients and their families every day**.



Target UK Maternity Wards



Market your products in Childrens Wards



Raise brand awareness outside every Eye Clinic



SaniPost stations are prominently positioned at shopping centre entrances, food courts, toilets and escalators ensuring your message is clearly presented at all times. Your brand endorsement automatically becomes the exclusive sponsor of health protection on SaniPost sanitising stations. With an average of 10 installations per shopping centre, this will build mass awareness amongst the footfall and your potential target audience.

SaniPost's portfolio already includes some of the **biggest shopping centres** in the UK including the **MetroCentre in Gateshead**, **Thurrock Lakeside in Essex** and **Chapelfield in Norwich**.

Reach an audience of more than 500 million shoppers every year!

Of these, over 60% are ABC1, 55% are age 16-44, and 74% are women.



LAKESIDE, THURROCK



THE CHIMES, UXBRIDGE



METROCENTRE, GATESHEAD



CHAPELFIELD, NORWICH

Artwork Dimensions

Front Panel - 420 x 297mm

Side Panels - 805 x 297mm

Full Livery Option Available

Offering great impact and with a vibrant, eye-catching design, will really make your brand stand out!

Get In Touch

To find out more about the advertising and marketing opportunities available with Walk Media, please contact:

Walk Media Europe Ltd

Freephone - 0800 033 7562

Liverpool Office:

0151 558 0572

liverpool@walkmedia.co.uk

London Office:

0203 397 1987

london@walkmedia.co.uk

Paris Office:

0033 170 709 032

paris@walkmedia.co.uk

Central Fax:

0203 397 0988



Rate Card 2011/12



Rates from as little
as £10 per day!

*All rates exclude production and VAT.
£75 installation charge per venue.
Space is sold in 4 week blocks or per
calendar month with installs on the
1st of the month.

Space is subject to availability.

For further information
contact **0800 033 7562** or
info@walkmedia.co.uk

