

FREE METRO

BRANDtoHAND®

Brand to Hand® is a totally managed sampling package which includes coverage in Metro.

METRO PROVIDES

- Distribution of up to 185,000 samples in one day (from 13 mainline stations in London and 12 regional stations)
- Delivery to concourses from a central point
- Joint-branded promotional staff (four promo staff plus one stock manager per station)
- Promotional space & front cover flash*
- 2x A2 posters on product dispensers at each site
- Post campaign report & images

ADDITIONAL OPTIONS

- Campaign awareness research
- Text message to Metro commuters
- Metro competitions
- If you don't have merchandise to distribute, don't worry, we will source products based on your brief (cost on application)

CLIENT TO PROVIDE

- Promotional fee: See costing options listed below
- Sample sized products

FRAMEWORK

- Samples must be sample-sized or new variants
- Other stations can be scheduled (additional fee involved)
- Leaflets incur extra clean up charges
- Sampling to take place between 7-10am, Mon-Fri

BRAND TO HAND® ON METRO.CO.UK

Link on homepage and Competitions page, a one-week £5,000 brand to hand® microsite provides:

- 1-2 rich media pages with copy and images promoting your brand
- Registration for free sample, (fulfilled by client) or
- Downloadable voucher to redeem free sample, (inc. full terms and conditions)
- Copy dedicated to driving traffic to one or more pages of your website
- Opportunity to boost visitors to your brand to hand micro-site with traffic drivers, e.g. the Metro Countdown Clock

*Subject to editorial discretion. All ideas are the copyright of Metro Special Projects 2012

BRAND TO HAND® PACKAGES RATECARD

	FEE	STATIONS		SAMPLES	
		LONDON	REGIONAL	BARs**	EACH
SUPER	£65,000	13	12	185k	35p
MAX NAT	£38,000	10	5	125k	30p
MID NAT	£32,000	7	5	101k	32p
MIN NAT	£22,000	3	2	48k	45p
MAX LOND	£30,000	10	0	99k	30p
MID LOND	£24,000	7	0	74k	32p
MIN LOND	£14,000	3	0	36k	39p
DUBLIN ADD ON RATE		€8,000* (£6,704)		20K	

*€1 = £0.838 GBP

** Please use the number of samples as a guideline. The number of samples vary depending on size and weight of individual products.

Brand to Hand®



17x7 competition

Microsite

LEAD TIME: 4 weeks

STATIONS

SUPER: Liverpool St, Victoria, Waterloo, Euston, Paddington, London Bridge, Kings Cross, Charing Cross, Cannon St, Fenchurch St, Finsbury Park, Ealing, London Blackfriars, Birmingham New St, Glasgow Central, Leeds, Manchester Piccadilly, Edinburgh Waverley, Liverpool Lime St, Newcastle, Sheffield, Nottingham, Bristol, Cardiff, Reading

MAX NATIONAL: Liverpool St, Victoria, Waterloo, Euston, Paddington, London Bridge, Kings Cross, Charing Cross, Cannon St, Fenchurch St, Birmingham New St, Glasgow Central, Leeds, Manchester Piccadilly, Edinburgh Waverley

MID NATIONAL: Liverpool St, Victoria, Waterloo, Euston, Paddington, London Bridge, Kings Cross, Birmingham New St, Glasgow Central, Leeds, Manchester Piccadilly, Edinburgh Waverley

MIN NATIONAL: Liverpool St, Victoria, Waterloo, & two regional concourses

MAX LONDON: Liverpool St, Victoria, Waterloo, Euston, Paddington, London Bridge, Kings Cross, Charing Cross, Cannon St, Fenchurch St

MID LONDON: Liverpool St, Victoria, Waterloo, Euston, Paddington, London Bridge, Kings Cross

MIN LONDON: Liverpool St, Waterloo, Victoria

TO BOOK OR FOR MORE INFORMATION PLEASE CALL YOUR METRO REP OR 020 3615 0815 FOR PR REP