



LOVE

NATIONAL VEGETARIAN WEEK

13 to 19 MAY 2019
#NationalVegetarianWeek

Advertising on the London Underground and in major UK cities

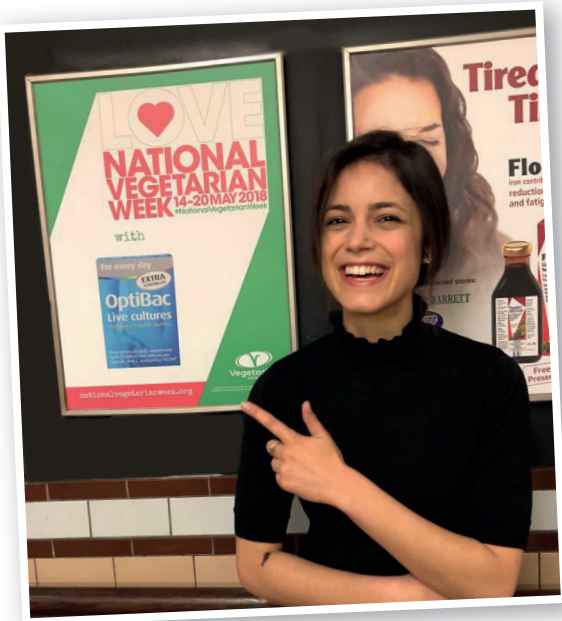
A unique opportunity to showcase your product or brand to millions of people as part of National Vegetarian Week 2019. We'll book, produce and print your ad, we just need an image from you.

About the advertising campaign:

- This is an advertising campaign for National Vegetarian Week 2019 and your adverts could be on the stair, lift and escalator panels (SLEPs) across the London Underground.
- Your adverts could also be on the backs of buses in Newcastle, Sheffield, Glasgow, Cardiff and/or Belfast.
- Adverts on the London Underground and buses in Belfast run at the same time (6 to 19 May) and bus adverts in all other cities run in advance of the week (29 April to 12 May) to maximise exposure.

The benefits to you:

- This is a chance to make a big splash as part of a national campaign.
- The tube handles up to 5 million passenger journeys per day according to Transport for London. That's a lot of eyes that could see your posters!
- Adverts on the backs of buses get seen for longer, with 92% of people researching a product after seeing it advertised according to Exterion.
- It's so easy to join in, all we need is an image!



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Prices (exc. VAT)

1 tube or bus advert	=	£150
5 tube or bus adverts	=	£725
10 tube or bus adverts	=	£1,400
25 tube or bus adverts	=	£3,375
50 tube or bus adverts	=	£6,500
100 tube or bus adverts	=	£12,500

[Prices include cost of production, printing and advertising space.]

In addition to your adverts:

- We'll add your logo and a link on a special page of the National Vegetarian Week website. This page will also be shared on the Vegetarian Society's social media to over 400,000 fans and followers.
- We'll send you a digital version of your unique poster for use in your publicity.

To book your posters, or for more details,
please contact Graham Drummond
on graham@vegsoc.org
or call 0161 925 2000.

Additional information

London Underground adverts are through a general distribution agreement. Adverts will feature across the London Underground network. There is a 59% chance your advert will be displayed at a Premier station, 26% chance of a Major station and 15% chance of a Standard station. Specific stations cannot be guaranteed.