



leaflet & poster distribution
for **fringe** companies
since 1987

FREE DISPLAY @ EDINBURGH CASTLE

BOOK EAE'S PROFESSIONAL LEAFLET & POSTER DISTRIBUTION SERVICES

ONLINE BEFORE THE END OF JUNE 2010 AND GET

FREE DISPLAY worth £250 at EDINBURGH CASTLE for August

With 23 years of fringe & festival experience under our belt, we are the experts and we're here to help. You can help yourself by booking as early as you can to ensure that we can work efficiently for you, marketing print **BEFORE** you get here.

BOOK ONLINE at
www.eae.co.uk



EAE Ltd, Edgefield Industrial Estate, Loanhead, Midlothian, EH20 9TB
0131 440 9444 fringe@eae.co.uk www.eae.co.uk



FULFILL YOUR SHOW'S POTENTIAL WITH EAE'S FRINGE SERVICES

CUSTOMISE YOUR DISTRIBUTION

EAE offers a Fringe Distribution package to suit all needs and budgets. Choose Standard services for your leaflets, brochures and posters and supplement these with your choice of our Premium Services.

Get more information and book online at

www.eae.co.uk

LEAFLETS & BROCHURES

- Leaflets, flyers and brochures are distributed by a team of full-time merchandisers who **systematically cover the entire city** placing your print into our customised displays or designated display areas.
- EAE have established **hundreds of display sites** throughout the city and are constantly expanding and updating our network. Sites range from transport hubs (airports & train stations), restaurants, delicatessens, hotels and pubs to major Fringe venues.
- Most display sites have our own **EAE branded display racks** which are instantly recognisable as information points.



POSTERS

- We have a **large team of trained staff** working on foot throughout the Edinburgh area, covering hundreds of display sites.
- We divide the city into geographical postering areas. During a typical shift, an EAE posterer will display around 150 assorted posters in an area.
- During, and in the run up to the festival, most areas are **visited, tidied and updated daily**.
- We always use **established display sites**, most of which are serviced year-round by our dedicated poster staff.

PREMIUM SERVICES to enhance your campaign

Festival Venues - Leaflet display in major arts and Fringe venues throughout August. These racks are serviced throughout the Fringe, every 2 hours, 12 hours a day.

Hot Boxes - Eye-catching red racks with exclusively festival print. 100 bright red display units spread throughout the city, distinctively branded 'Fringe & Festivals - What's Hot'. Our Hot Boxes are designed to help you stand out from the crowd.

For full details of all the services available and to book your distribution online, see our website at

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