



+  
Cup  
Media

Media  
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## Clever Thinking Wide Audience Advertising...

Clever thinking advertising throughout major UK cities via our + Cups. Our + Cups turn take away coffee cups into powerful marketing tools, placing your company in the hands of your customers.

## Why Addcup Media?

### 1.0 Impact

Our + Cups have on average, a twenty one minute dwell time meaning your company makes a huge impact on your customer.

### 2.0 Mobility

Our + Cups create a moving billboard for your company.

### 3.0 Exposure

On average 3-5 people see each + Cup creating massive exposure of your company.

### 4.0 Placement

Our + Cups are placed directly in the hands of your customers making it impossible for your company to be ignored.

### 5.0 Frequency

Our + Cup campaigns are distributed over the period of a month through our vendors meaning your customers see your advert on a daily basis.

## Coverage

We currently cover London, Manchester, Liverpool and Nottingham with our network of vendors, which is expanding daily.

Our + Cups are distributed through our selectively and strategically located cafes.

We chose the cafe locations based on the main commuter routes throughout the UK's major cities.

We are also able to target specific areas throughout the UK.

Please contact our sales team for a tailor made quote or to discuss our services further.



+ Cup Media

Clever Thinking Wide Audience Advertising

Media House, Unit 2,  
Rear of 14 Cambridge Road,  
Stansted,  
CM24 8BZ

Tel: 0845 017 7527

Fax: 0871 714 6126

Website: [www.addcupmedia.co.uk](http://www.addcupmedia.co.uk)  
Email: [joe.fogel@addcupmedia.co.uk](mailto:joe.fogel@addcupmedia.co.uk)



## Artwork

### Artwork Specification

- All artwork must be designed using our design templates which are available to download via our website.
- Artwork must be supplied in .EPS, .PSD or .PDF file types
- If the file size is less than 10MB, it can be emailed to [artwork@addcupmedia.co.uk](mailto:artwork@addcupmedia.co.uk).

Please contact us if you file is larger.

Once you are happy with the design our team will convert it into the required 'arc' shape.

## Design Service

Our in house design team are able to design your + Cup advertisement. Please email your requirements including all logos and images to [artwork@addcupmedia.co.uk](mailto:artwork@addcupmedia.co.uk).


## Timescale

Please allow 6 weeks from confirmation of order to delivery and distribution of your + Cups.

## Rates

Addcup Media is proud to provide our media product at a highly competitive rate in comparison with alternative advertising media. Please contact a member of our sales team to discuss our tailor made rates.





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