

**PUB DE
QUARTIER.CA**

**MEDIA KIT
2014**

DESIGN - PRINTING - DISTRIBUTION

**DOOR-HANGERS • CUSTOM SIZE
MULTI-FORMAT ADVERTISERS**

WHO WE ARE

PUB DE QUARTIER is a Montreal-based, full-service print and distribution company that specializes in Door-Hangers. Our product introduces your business at potential customers' door and hangs around until they arrive home. This is why PUB DE QUARTIER is the ideal partner to help you stand out from the crowd... and the perfect complement to your successful marketing campaign!

**WE HELP YOU
GET THROUGH
THE FRONT
DOOR**

**EVERYONE HAS A FRONT
DOOR. THE NATURE OF OUR
PRODUCT MEANS THAT
YOUR COMPANY NAME AND
OFFER ARE SURE TO BE
SEEN BY ALL!**

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25 PRE-DETERMINED ZONES IN MONTREAL

OUR SERVICES

CO-OP DOOR-HANGERS

Our 'do good in your neighbourhood' product brings local, non-competing merchants together to share one block of advertising space. This initiative allows print and distribution costs – that normally might be out of individual price range – to be split and gives businesses the ability to introduce their name and offers to a wider audience in a specific area.

\$720 per year / per sector

6 000 DOORS

- 1 hour of design included
- Printing
- Distribution to 6,000 doors

Our CO-OP Door-Hanger service is available in 25 sectors throughout the island of Montreal. This unique concept will allow you to reach potential customers in a specific neighbourhood, easily, efficiently and right at their doors!



**EXCLUSIVE AT
PUB DE QUARTIER**



Our team posts on Facebook and Twitter while they deliver the co-op Door-Hangers. This means that you can be connected to the progress of your campaign distribution from the comfort of your office!

**ANYWHERE IN
QUEBEC!**

PERSONALIZED DOOR-HANGER

With PUB DE QUARTIER's door-to-door delivery service your individual Door-Hanger can be distributed - to any postal code in the province of Quebec. You chose the postal codes and we take care of the rest! With PUB DE QUARTIER, you control your campaign by sending specific offers to specific target markets, in the areas of your choice.

Our dynamic team is available 7 days a week to respond to your needs.

Don't hesitate to contact us!

514-963-2843 or soumission@pubdequartier.ca



OUR PACKAGES:

INTRODUCTION
\$2,250

- 1 hour of design included
- 10,000 4.25"x11" Door-Hangers printed
- Distribution of 10,000 Door-Hangers
- Mail out of 100 Door-Hangers to your office
- Twitter report follow-up

PUB DE QUARTIER
\$4,980

- 1 hour of design included
- 25,000 4.25"x11" Door-Hangers printed
- Distribution of 25,000 Door-Hangers
- Up to 2 individual distributions
- Mail out of 250 Door-Hangers to your office
- Twitter report follow-up

ACCROCHEUR
\$9,250

- 2 hours of design included
- 50,000 4.25"x11" Door-Hangers printed
- QR code creation and implementation
- Distribution of 50,000 Door-Hangers
- Up to 3 individual distributions
- Mail out of 1 000 Door-Hangers to your office
- Twitter report follow-up

SUPREME
\$16,650

- 3 hours of design included
- 100,000 4.25"x11" Door-Hangers printed
- QR code creation and implementation
- Distribution of 100,000 Door-Hangers
- Up to 5 individual distributions
- Mail out of 2 000 Door-Hangers to your office
- Twitter report follow-up

YOUR DOCUMENTS ARE ALREADY PRINTED? CALL US RIGHT AWAY FOR A QUOTE!

ADVANTAGES OF A DOOR-TO-DOOR DISTRIBUTION:

1 UNIQUE APPROACH

Everyone enters their home through the front door, why not have your recent promotions enter with them? This type of distribution makes you stand out from the crowd!

2 HIGHLY TARGETED

You have the opportunity to choose the postal codes in which you wish to distribute your Door-Hangers. We adapt to target your clientele, be it by geographic, demographic or economic criteria.

3 MEASURABLE IMPACT

Since you know where your promotion is distributed, you can monitor the response from these areas. And this, from your tablet, smartphone or computer!

SECRETS TO A WINNING DOOR-HANGER CAMPAIGN:

Here are some tips to help set you up for success with your Door-Hanger distribution:

- Develop a “cannot resist” loyalty-based offer, with a one month cutoff date. This will get clients through your door right away and prompt them to visit your website!
- Keep it simple. Convey one clear message. An ad with multiple messages will appear cluttered and will confuse your potential customer.
- Research and identify your competitor’s promotions. This will allow you to adjust your offer accordingly, in an effort to gain an advantage.
- Plan ahead for future sendouts. Repetition is one of the keys to success in door-to-door distribution.

PUB DE QUARTIER’s raison d’être is to partner with you in your next DOOR-HANGER campaign! We have a wealth of knowledge and a dynamic service that is tailored to your needs. Don’t hesitate to contact us if you have any questions about our services or need a helping hand to launch your next DOOR-HANGER DISTRIBUTION!

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