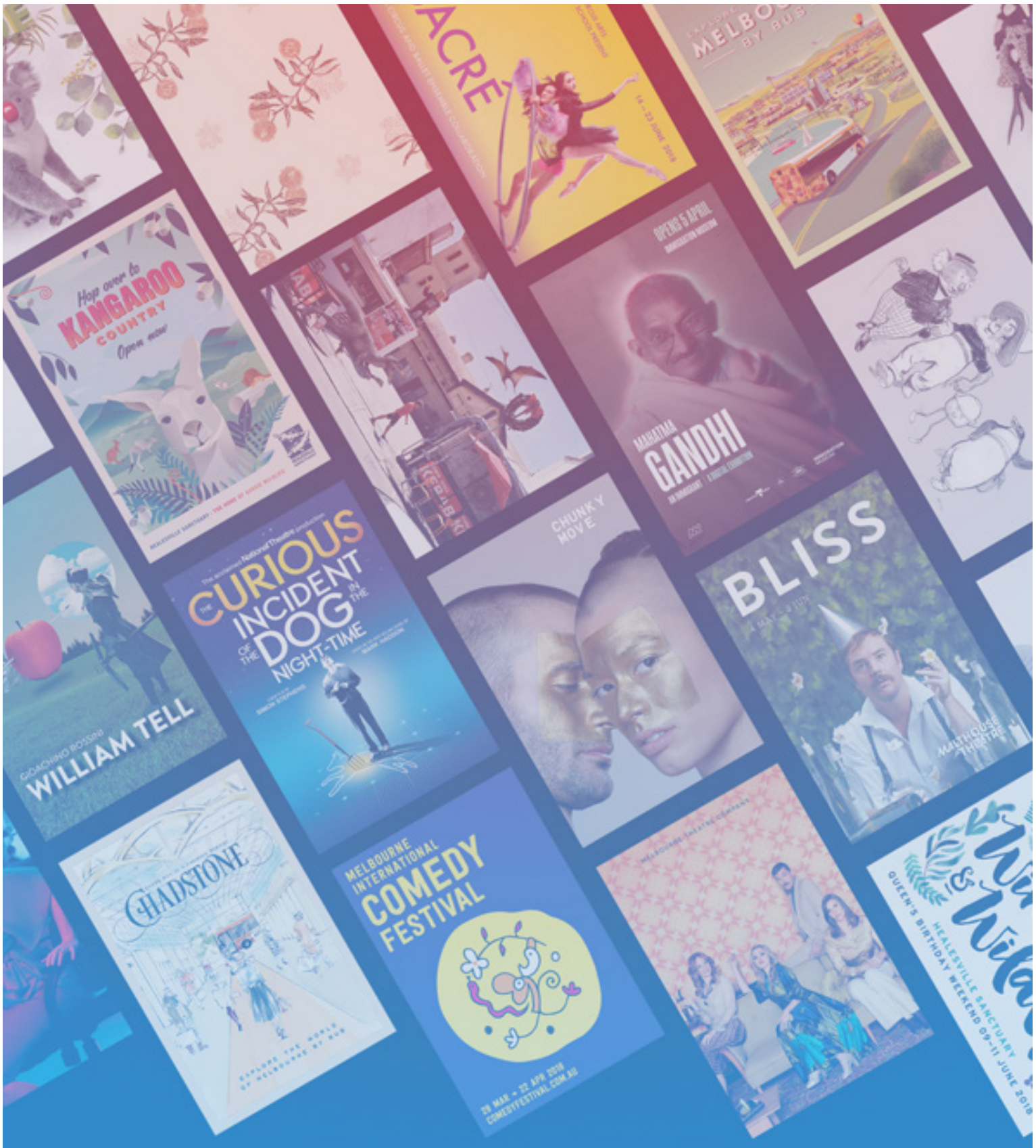

DRAWCARD®

2019 Media Kit

Drawcard by Mr Moto | Ground Floor 273-277 Wellington Street Collingwood VIC 3066 | (03) 9417 7008 | drawcardbymrmoto.com.au

The Classic Postcard

Drawcard's creatively driven and quintessential format, allowing for eye-catching design in take-away form. Postcard campaigns include high quality production and tailored distribution across our network of exclusive venues.

On Display for 4 Weeks | 10,000 Minimum Quantity

Specialty finishes : die-cut, foil, spot UV, embossing and more

Post-Campaign report delivered 6-8 weeks after completion of campaign

Mini-Mags & Folded Posters

Mini-mags and folded posters are the perfect way to get your campaign's message across in more detail, be it in written or graphic content form.

On Display for 6-8 Weeks | 10,000 Minimum Quantity
Specialty finishes : wide range of paper stocks, page quantities & panels/folds
Post-Campaign report delivered 6-8 weeks after completion of campaign

Programs, Magazines & Brochures

Using our specialised distribution service and premium venue network, you can reach Drawcard's unique audience with your large publications.

Contact your Drawcard campaign manager to discuss your requirements
Post-Campaign report delivered 6-8 weeks after completion of campaign

Integrated Campaigns

Using Mr Moto's media channels, your Drawcard campaign becomes a multi-touchpoint Out-of-Home campaign.

Be featured across Mr Moto's Digital Screen Network, found in some of Melbourne's most popular and recognisable venues. Utilise video and animation to maximise engagement with your audience. We offer in-house digital content production.

Combine your Drawcard release alongside indoor café posters in over 200 locations, or extend your collateral reach even further throughout Mr Moto's established distribution network.

Contact us to discuss your communication objectives, and we'll provide you with an integrated campaign schedule which meets your needs.

Interactive Postcards

Interactive Postcards create a fusion between tangible print material and the power of the digital medium.

Smartphone manufacturers are bringing native QR scanning features into the Camera app.

Link your Drawcard campaign to rich mobile content, video content, app downloads, competition entry, social media and more.

You can update the content of your scan tag – even after it's printed and in-market!

Scan statistics will be included as part of your post-campaign report.

64%

Bars, restaurants and cafés

24%

Arts & Cultural Venues

12%

Universities & Educational Institutes

Drawcard Print Run Schedule & Campaign Release Dates

RUN #	MINI-MAGS, POSTERS	POSTCARDS	WEEK COMMENCING
661	Fri 4 Jan	Fri 11 Jan	Mon 21 Jan
662	Fri 18 Jan	Fri 25 Jan	Mon 4 Feb
663	Fri 1 Feb	Fri 8 Feb	Mon 18 Feb
664	Fri 15 Feb	Fri 22 Feb	Mon 4 Mar
665	Fri 1 Mar	Fri 8 Mar	Mon 18 Mar
666	Fri 15 Mar	Fri 22 Mar	Mon 1 Apr
667	Fri 29 Mar	Fri 5 Apr	Mon 15 Apr
668	Fri 12 Apr	Thur 18 Apr	Mon 29 Apr
669	Fri 26 Apr	Fri 3 May	Mon 13 May
670	Fri 10 May	Fri 17 May	Mon 27 May
671	Fri 24 May	Fri 31 May	Mon 10 June
672	Fri 7 June	Fri 14 June	Mon 24 June
673	Fri 21 June	Fri 28 June	Mon 8 July
674	Fri 5 July	Fri 12 July	Mon 22 July
675	Fri 19 July	Fri 26 July	Mon 5 Aug
676	Fri 2 Aug	Fri 9 Aug	Mon 19 Aug
677	Fri 16 Aug	Fri 23 Aug	Mon 2 Sept
678	Fri 30 Aug	Fri 6 Sept	Mon 16 Sept
679	Fri 13 Sept	Fri 20 Sept	Mon 30 Sept
680	Fri 27 Sept	Fri 4 Oct	Mon 14 Oct
681	Fri 11 Oct	Fri 18 Oct	Mon 28 Oct
682	Fri 25 Oct	Fri 1 Nov	Mon 11 Nov
683	Fri 8 Nov	Fri 15 Nov	Mon 25 Nov
684	Fri 22 Nov	Fri 29 Nov	Mon 9 Dec

Drawcard Print & Distribution Rates - *Vic-based campaigns*

Postcards

Postcard production & distribution requires a minimum quantity of 10,000 for an effective campaign.
Postcard campaigns run for 4 weeks.

Quantity	Print & Distribution
10,000	$4,300
15,000	$5,300
20,000	$6,400
25,000	$7,400
30,000	$8,400
40,000	$10,600
50,000	$12,900
60,000	$14,900
70,000	$16,900
80,000	$18,900
90,000	$20,900
100,000	$22,900

Mini-Mags

Mini-Mags are small-format publications, ranging from 8 pages up to 36 pages - a creative way to express more detail.
Mini-Mag campaigns run for 8 weeks.

Quantity	Print & Distribution
10,000	$5,900
20,000	$9,900
30,000	$14,400
40,000	$18,000
50,000	$22,000
60,000	$26,100
70,000	$30,100

Folded Posters

Folded Posters contain your message in a unique, multi-panel poster which folds to postcard size for display in our stands.
Folded Poster campaigns run for 8 weeks.

Quantity	Print & Distribution
10,000	$5,800
20,000	$9,700
30,000	$13,600
40,000	$17,500
50,000	$21,100
60,000	$25,200

*Pricing includes both production and delivery to our venues, and is **exclusive of GST.***

*For **national campaigns**, additional fees apply.*

Printing of extra material for your own use can be arranged at privileged pricing - just ask your Campaign Manager.

National Campaigns - Coverage & Quantities

Light Weight Campaign	40-50% National Venue Coverage	50,000 Postcards
Medium Weight Campaign	60-70% National Venue Coverage	100,000 Postcards
Heavy Weight Campaign	100% National Venue Coverage	150,000 Postcards

Additional Services

	Cost	GST	Total
Back Plate Charge, per plate	$500	$50	$550
Colour printing on postcard back	$200	$20	$220

The above costs include Print, Delivery: samples to one address. Print Management: Drawcard design staff conduct high-level quality control checks to ensure colour & finishing quality is preserved. Distribution: Costs include delivery & restocking of postcards to venues until all have been taken or campaign duration is complete. Payment Terms: 30 day terms, payable from receipt of invoice. Cancellations: may incur fees, please speak with your Campaign Manager to confirm. Artwork: Drawcard reserves the right to reject artwork.