

PRINTING & DISTRIBUTING WITH PHANTOM

Phantom Billstickers give poster and flyer discounts to all groups putting on shows at Basement Theatre. Printing costs can be found below. To book printing and distribution with Phantom, email Madi at madison@0800phantom.co.nz.

To save you from paying up front and setting up an account with Phantom, you can put your booking under Basement's account and Basement will take it out of your box office settlement at the end of the season. Easy! To do this, make sure you get the Phantom quote signed off by Nicola before you confirm your posters/flyers booking. For more information, talk to Nicola!

If you are keen for some street advertising but not sure where to start, Phantom have created four poster/retail packages to make things easier for Basement artists. Packages can be found at the end of this document. If you would like to book something different to those the packages, please get in touch with Madi at madison@0800phantom.co.nz.

You can ask for a proof before you send your posters to print and we highly recommend doing this so you can check colours and do any last minute edits. Please note there will be a slight cost to proof your poster. Phantom will also need some additional time to get proofs done, please ask about proofs at the very start while dealing with Madi so she can ensure there's enough time to do so. Note: only digital proofs are available for flyers.

Printing Costs

(Note these prices are excluding GST)

Posters

A2 - \$11.00 + GST - minimum of 4 posters
A1 - \$11.00 + GST - minimum of 2 posters
A3 - \$1.40 + GST - Minimum of 20
A0 - \$21.50 + GST - No minimum

Flyers - Single sided

A5 - \$0.30 + GST - Minimum of 360
A6 - \$0.15 + GST - Minimum of 715
DLE - \$0.20 + GST - Minimum of 560

Flyers - Double sided

A5 - \$0.48 + GST - Minimum of 250
A6 - \$0.24 + GST - Minimum of 455
DLE - \$0.32 + GST - Minimum of 33

Distributing

You can also get a discount on having your posters and flyers distributed around the city. You can specify exactly where you want your posters and flyers placed. If you are mainly printing A3 posters and have a small budget we would suggest no more than 50 A3s broadcast per week. The best spots to place posters are K Road, Grey Lynn, Ponsonby, Kingsland and Queen Street. Get in touch with Madi at Phantom and they will ensure you get the best spots!

Don't forget to think about your own networks as well – ask if you can put a poster up in your local cafes. Most cafes will happily allow you to place flyers in their space somewhere. Do your creative team have other connections where you could place flyers or posters?

Phantom Proposed Packages: Street posters + Retail options

These packages can be split over multiple weeks if needed.

Package 1 – Retail

Total of 360 A5 flyers

Print + Placement included

\$176.00 + GST

Package 2 – A3 street posters

Total of 50 street A3 posters

Print + Placement included

\$120.00 + GST

Package 3 – A3 street + A3 Retail

Total of 20 retail A3 posters (indoor distribution)

Total of 50 street A3 posters

Print + Placement included

\$210.00 + GST

Package 4 – Max A0 + A3 street posters

Total of 5 Max A0 posters

Total of 50 A3 street posters

Print + Placement included

\$310.00 + GST

Artwork would need to be sent to Madi 7 days before campaign start date.

Digital Options

Phantom has a few digital sites located in Ponsonby.

These are great if you're wanting to create some noise, without those pesky print fees.

Ponsonby Digital Super (100 Ponsonby Road).

Cost to book (7 days) - \$300.00 + GST



Ponsonby Central Car Park – Set of 4 in a row

Cost to book (7days): \$250.00 + GST



Get in touch with Madi if you'd like to book either of the digital sites, she may be able to swing you a better deal if the timings right. Digital artwork would need to be sent to Madi for upload the Thursday prior to campaign start date.