

We are looking for an A4 Black & White advert making for Fax Telesales. So no colour needed and no gray scale.

The file would need to be delivered as an A4 size PDF.

I have uploaded our colour logo and associated logos, the designer would need to transfer these to black & white.

We need to fit as much information into the A4 page as possible about our products and services but without making it boring and crammed with text.

Maybe a few cartoons and illustrations would help. The type of advertising this advert will be used for is Fax advertising, so basically the advert is sent out in bulk to several thousand fax machines.

The advert needs to stand out from the rest to prevent the recipient just throwing it in the bin without even reading it.

The three main products we wish to promote are:

- Static Security Guards
- Key Holding & Alarm Response
- CCTV Remote Monitoring

I will briefly explain what the three products are.

Static Security Guards

A static Security Guard basically does exactly what it says on the tin. It's a security guard that remains in a customer's premises usually over night until the customers returns the next day.

We provided guards from £8.40 + VAT Per Hour

Key Holding & Alarm Response

Instead of having a security guard, if a customer has an intruder alarm fitted to their premises we simply hold a set of keys for the premises. If the alarm is activated during the night for whatever reason we attend the activation, find out the cause and reset the alarm.

Key Holding Packages start from £25.00 + VAT per call out **OR** £200.00 + VAT per PCM for unlimited call outs

CCTV Remote Monitoring

If a customer has a CCTV system installed at their premises, we can view their cameras from our control room 24/7. So rather than the customer return in the morning to discover they have been broken into and spend hours playing footage back, we could have been viewing it live and sent our guard to the site as the break in was happening.

This is the big one we want to have a push for at the minute. So maybe a cartoon type bubble conversation between 'The Business Man' and 'The Security Guard' along the lines of:

Security Guard: Can we help you with your Security needs sir

Business Man: No thank you I have a CCTV system installed here so no one will break into my yard!

Security Guard: Wrong! They will and just put their hoodies up... Then you spend hours the next day playing footage back just to see a figure with a hood up

Business Man: Mmmmmm

Security Guard: We can monitor your cameras for you live and in real time from our control room, with a real person sat watching them all night...

Business Man: Yeah but I bet that costs thousands and I have to change all my equipment

Security Guard: It costs £500 per month to have your cameras monitored 24 hours a day 7 days a week... and no, you don't need to do anything to your existing equipment....

If you require more information please message me and I will be happy to provide it for you. Please see our website for more information and for contact details to insert onto advert:

www.moran-security.com