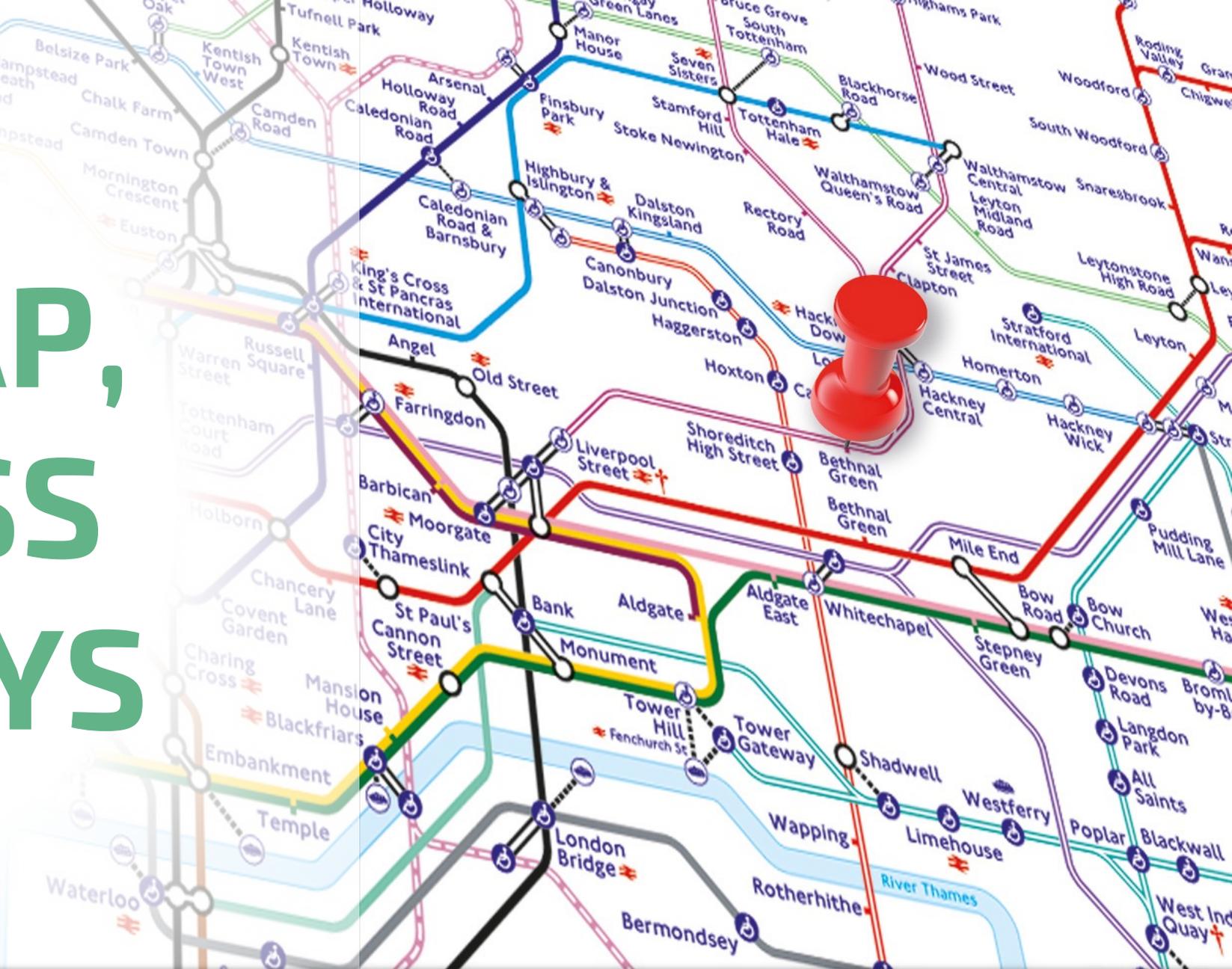


# ONE MAP, ENDLESS JOURNEYS



Pindar Creative - Official Licensed Partner



Transport for London



London Underground

# PACKAGES

01

Estate Agents

02

Property Developers

03

Hotels Desk Pads

04

Hotels Leaflets

05

Destinations Pack 1

06

Destinations Pack 2

07

Coach Operators

08

Visitor Oyster Card

09

Pocket Tube Maps



# Estate Agents

The smartest way to show location



01

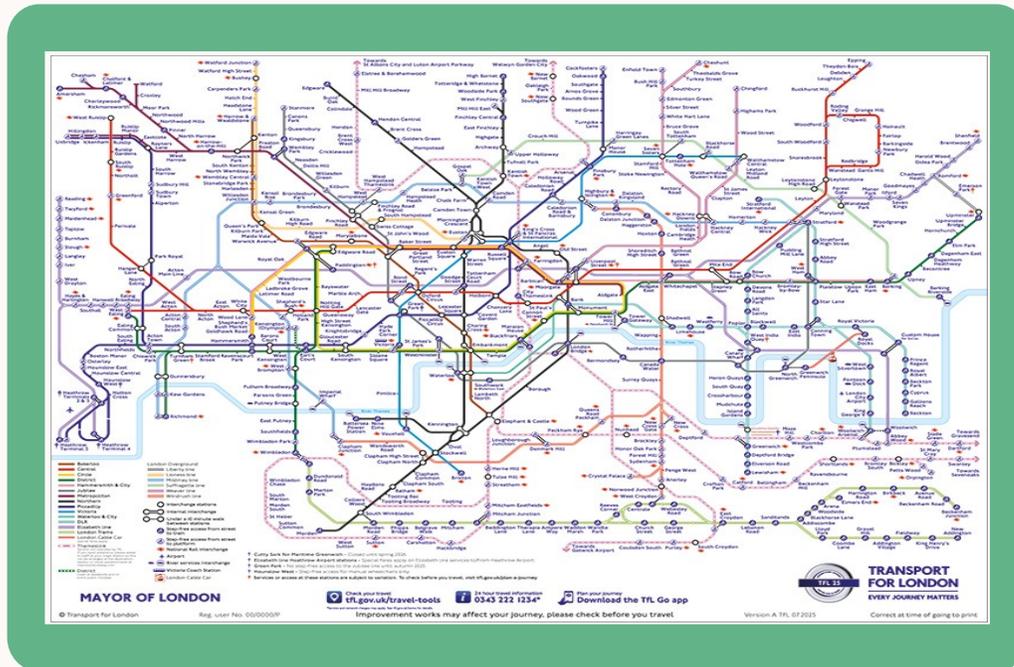
# Estate Agents

(Website, Posters, Printed Maps)



- Use of a map on your website (includes updates as they are released by TfL, approx. 2 a year).
- Use of a map on display within up to 30 offices (large scale).
- Use of a map on printed promotional materials with a print run of 250,000, with the option to add more at a reduced fee.

# Estate Agents



Package Fee: from £ 10,990\*  
License Term: 2-year licence†

## Premium option

For an additional £ 500, you get:

- Your company name/logo added to the map (online & print).
- Your office location and the zone your office covers to both maps (online & print).

\* Plus poster costs. Prices exclude VAT.

† The license does not allow the use of the TfL map or TfL branding on any additional marketing materials, only those outlined above or to be featured as part of social promotion.

# Estate Agents

TfL Poster Costs					
	cms	cms	inches	inches	
	width	height	width	height	Cost/Poster
<b>PINDAR-L</b>	190.5	127	75	50	£ 120
<b>PINDAR-XL</b>	228.6	152.4	90	60	£ 120
<b>PINDAR-XXL</b>	254	127	100	50	£ 125
<b>PINDAR-XXXL</b>	304.8	152.4	120	60	£140

Prices exclude VAT.



# Property Developers

The smartest way to show location



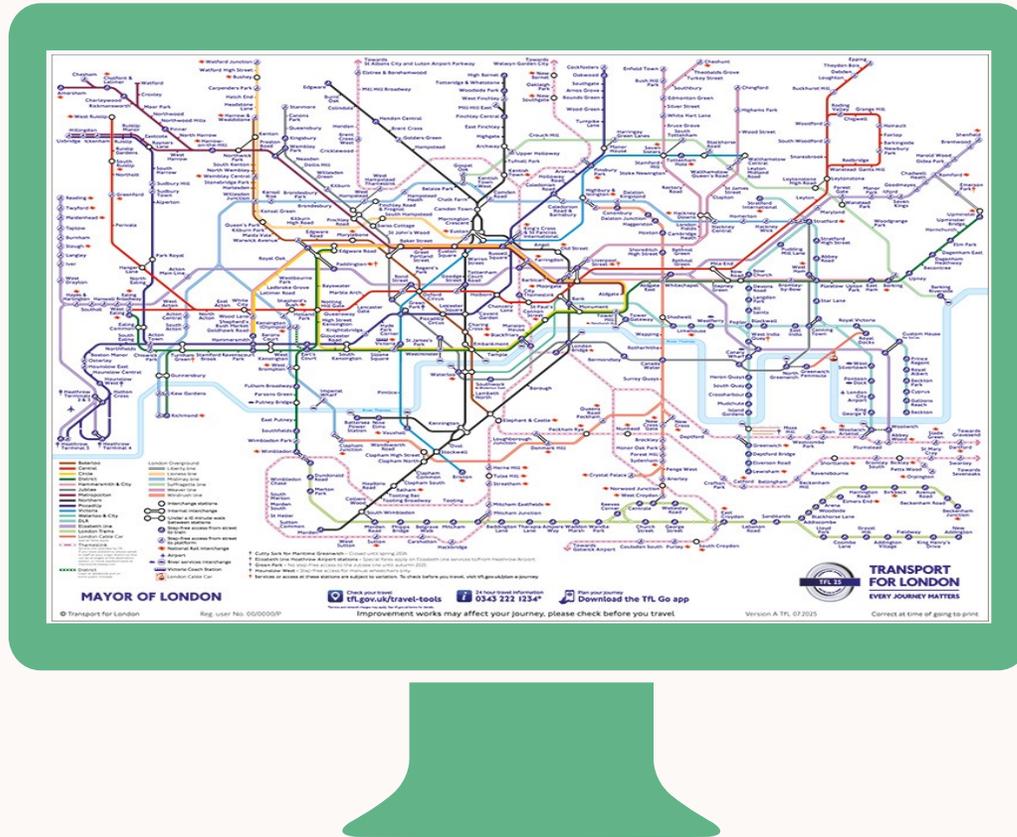
# Property Developers

(Marketing Materials, Printed Maps)



- Use of a map to be displayed within your marketing suite.
- Use of a map on printed promotional materials with a print run of 250,000, with the option to add more at a reduced fee.

# Property Developers



Package Fee: from £ 10,990\*  
License Term: 2-year licence †

## Premium options:

- £ 500 = Add your company name to the map, add office location and the zone your office covers.
- £ 2k = Include a map on hoardings – times to key London zones via tube.

\* Plus poster costs. Prices exclude VAT.

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# Hotel Desk Pads

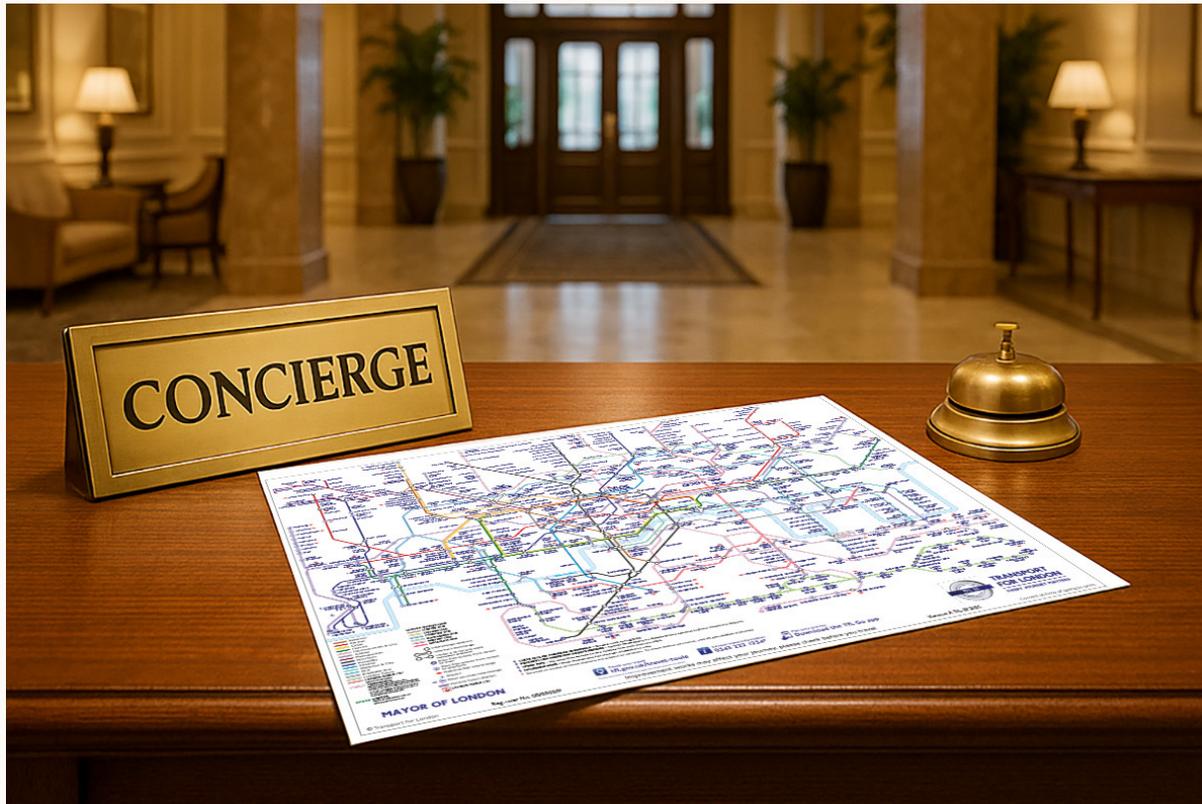
Essential desk companions for hotel receptions and concierge desks



03

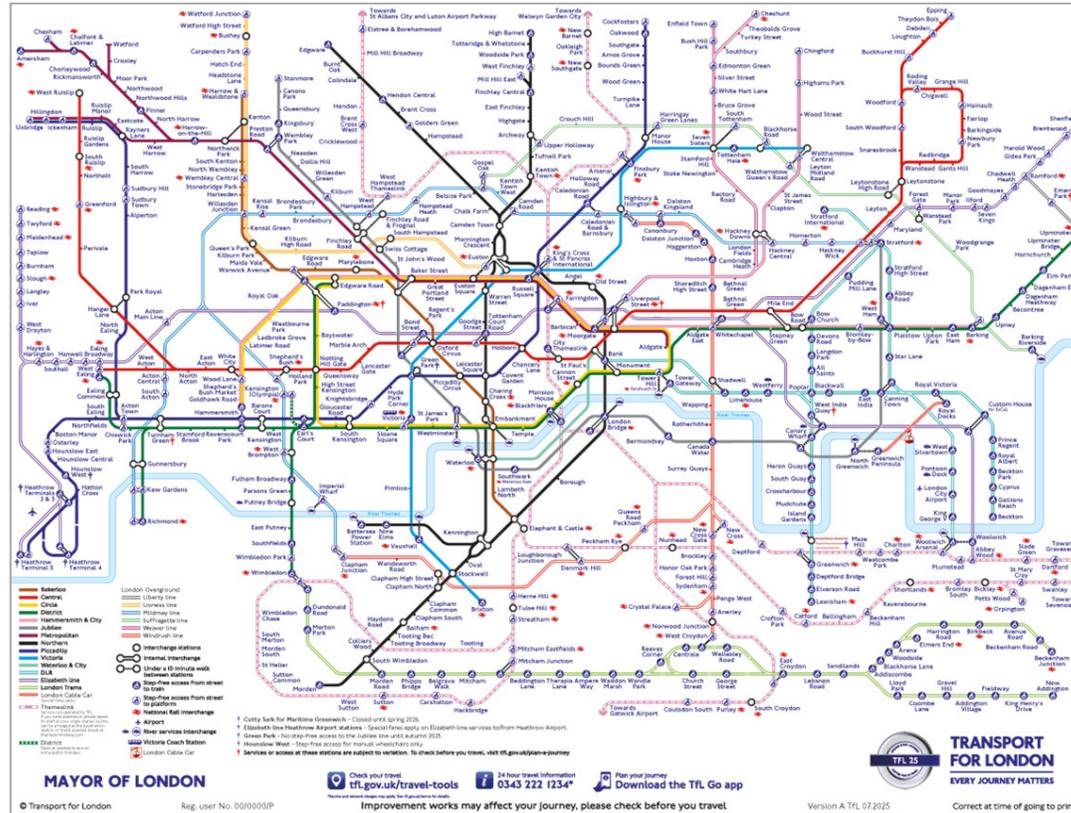
# Hotel Desk Pads

(Desk Pads, Website, CRM)



- A3 Landscape Desk Pads.
- Double-sided.
- 50 leaves per pad.
- 90gsm Uncoated White Paper.
- Each pad is glued at the top edge and supported by a backing board for extra strength.
- Printed in full colour on both sides.
- Central London & Tube Map.
- Hotel branding option.
- Use of a map on your website (includes updates as they are released by TfL, approx. 2 a year).
- Use of a map in CRM for guests.

# Hotel Desk Pads



Package Fee: £ 1,250\*

License Term: 1-year licence †

This package can be combined with 04 Hotels Leaflets for a reduced rate.

\* Plus poster costs. Prices exclude VAT.

† The license does not allow the use of the TfL map or TfL branding on any additional marketing materials, only those outlined above or to be featured as part of social promotion.

# Hotel Desk Pads

## Desk Pad Costs

	Quantity	Cost	Total Cost
A3 Tear-Off Pads - Generic Brand	25	£ 465	£ 1,715
A3 Tear-Off Pads - Generic Brand	50	£ 565	£ 1,815
A3 Tear-Off Pads - Generic Brand	100	£ 770	£ 2,020
A3 Tear-Off Pads - Hotel Brand	25	£ 570	£ 1,820
A3 Tear-Off Pads - Hotel Brand	50	£ 670	£ 1,920
A3 Tear-Off Pads - Hotel Brand	100	£ 880	£ 2,130

Prices exclude VAT.



# Hotel Leaflets

Essential desk companions for hotel receptions and concierge desks



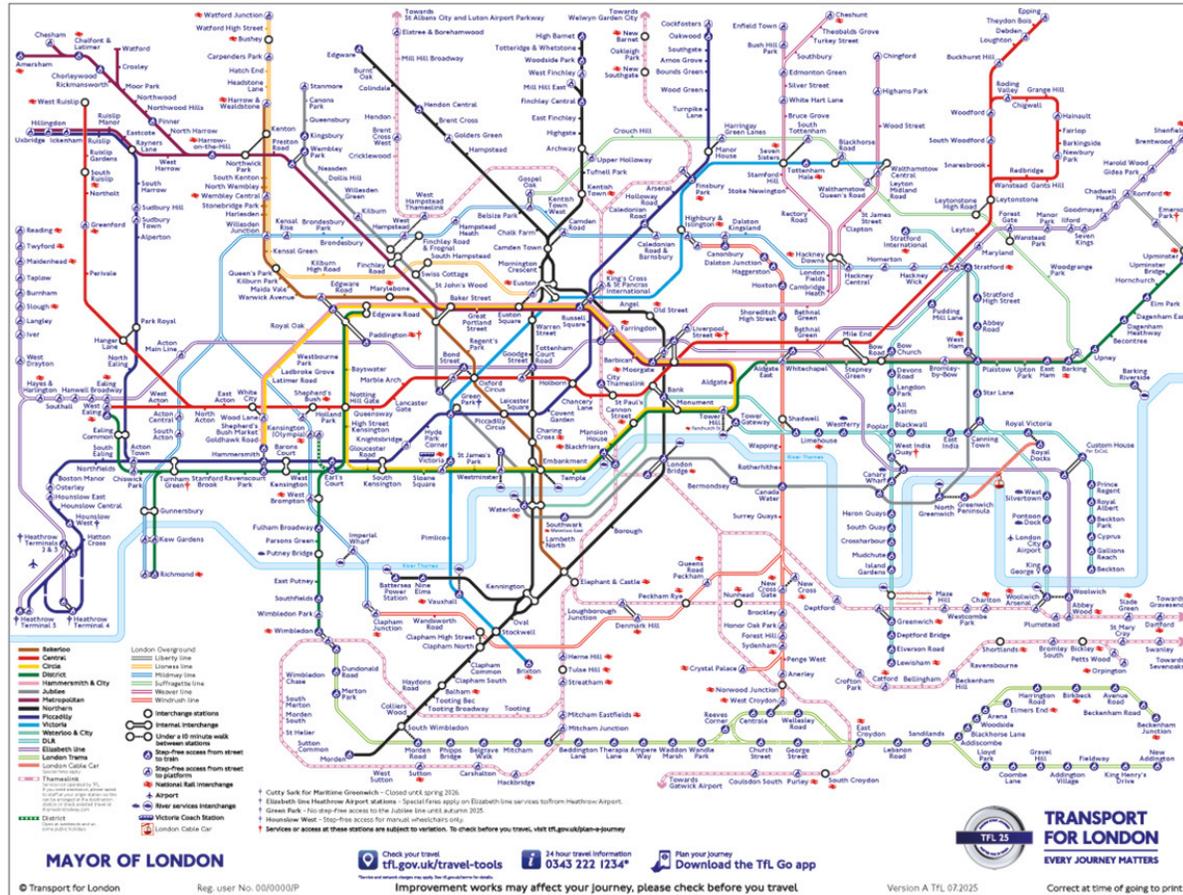
# Hotel Leaflets

(Leaflets, Website, CRM)



- Concertina fold-out map with tube map, street map, theatres, and key points of interest.
- Optional hotel branding.
- Use of a map on your website (includes updates as they are released by TfL, approx. 2 a year).
- Use of a map in CRM for guests.

# Hotel Leaflets



Package Fee: £ 1,250\*

License Term: 1-year licence †

This package can be combined with 03 Hotels Desk Pads for a reduced rate.

Premium option

Branded cover = £ 360

\* Plus poster costs. Prices exclude VAT.

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# Hotels Leaflets

## Specifications

Size:	A3 (folded to A6)
Printing:	Double-sided
Colour:	CMYK
Paper:	Silk finish
Weight:	115 GSM
Folding:	Cross Fold (3)

## Leaflet Costs

	Quantity	Leaflet Cost	Total Cost
Leaflet A3 folded to A6	100	£ 355	£ 1,605
Leaflet A3 folded to A6	250	£ 370	£ 1,620
Leaflet A3 folded to A6	500	£ 425	£ 1,675
Leaflet A3 folded to A6	1,000	£ 510	£ 2,030
Leaflet A3 folded to A6	5,000	£ 1,050	£ 2,300

Prices exclude VAT.



# Destinations / Attractions

(Exhibition Halls, Events, Music Venues & Football Stadiums)



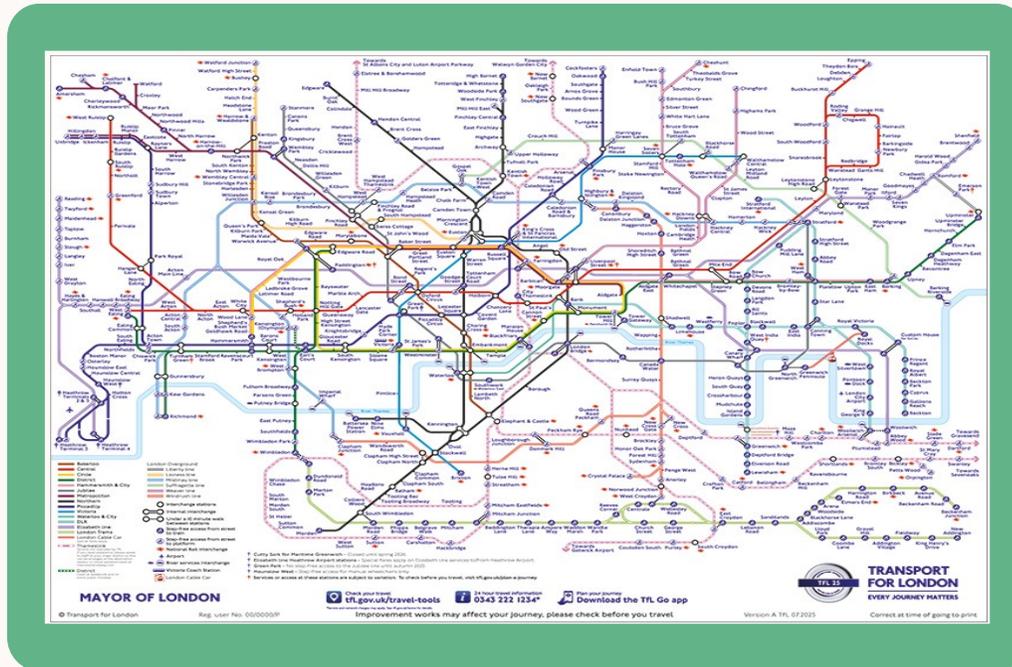
# Destinations / Attractions

(Website, Posters, Printed Maps, CRM)



- Use of a map on your website (includes updates as they are released by TfL, approx. 2 a year).
- Use of up to 10 large scale printed maps within your venue.
- Map sizes A2-A0.
- Use of map printed with a print run of 30,000 marketing materials (exhibition events, create programmes).
- Use of map within CRM.

# Destinations / Attractions



Package Fee: £ 5,450\*  
License Term: 1-year licence †

Premium options:  
£ 500 = Add your company name to the map, add office location and the zone your office covers.

\* Plus poster costs. Prices exclude VAT.

† The license does not allow the use of the TfL map or TfL branding on any additional marketing materials, only those outlined above or to be featured as part of social promotion.

# Destinations / Attractions

## TfL Poster Options

	mm	mm	cms	cms	inches	inches	
	width	height	width	height	width	height	Cost
<b>PINDAR-A2</b>	590	420	59	42	23	16.5	£ 55
<b>PINDAR-A1</b>	841	594	84.1	59.4	33.1	23.4	£ 60
<b>PINDAR-A0</b>	1189	841	118.9	84.1	46.8	33.1	£ 70
<b>PINDAR-L</b>	1905	1270	190.5	127	75	50	£ 120
<b>PINDAR-XL</b>	2286	1524	228.6	152.4	90	60	£ 120
<b>PINDAR-XXL</b>	2540	1270	254	127	100	50	£ 125
<b>PINDAR-XXXL</b>	3048	1524	304.8	152.4	120	60	£ 140

Prices exclude VAT.



# Destinations / Attractions

(Exhibition Halls, Events, Music Venues & Football Stadiums)



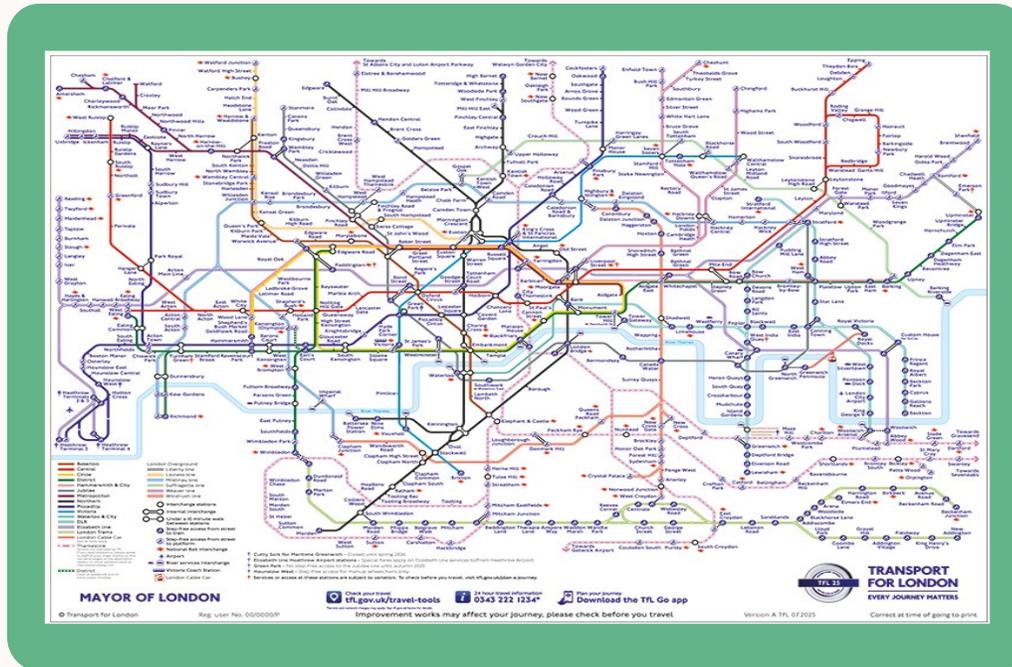
# Destinations / Attractions

(Website, Posters, CRM)



- Use of a map on your website (includes updates as they are released by TfL, approx. 2 a year).
- Use of up to 4 large-scale printed maps within your venue.
- Use of a map within CRM.

# Destinations / Attractions



Package Fee: £ 1,450\*  
License Term: 1-year licence †

## Premium options:

- £ 500 = Add your company name to the map and add office location.
- £ 1k = Use of a map printed with a print run of 30,000 marketing materials (exhibition events programmes).

\* Plus print costs. Prices exclude VAT.

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# Destinations / Attractions

TfL Poster Options							
	mm	mm	cms	cms	inches	inches	
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<b>PINDAR-L</b>	1905	1270	190.5	127	75	50	£ 120
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<b>PINDAR-XXXL</b>	3048	1524	304.8	152.4	120	60	£140

Prices exclude VAT.



# Coach Operators

(Promote your services alongside London's most recognisable map)



07

# Coach Operators

(Website, Printed Maps, Internal Displays)



Package Fee: £ 1,252

License Term: 1-year licence †

- Use of a map on your website (includes updates as they are released by TfL, approx. 2 a year).
- Print run of 10,000 – with the option to add more at a reduced fee.
- Use of a map on the internal display within up to 10 coaches, with option to add more at a reduced rate.

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# Visitor Oyster Card Trade Partners

(Promote your services alongside London's most recognisable map)



# Visitor Oyster Card Trade Partners

(Website, Printed Maps, Digital Promotions)



Package Fee: £ 952

License Term: 1-year licence†

- Use of a map on your website (includes updates as they are released by TfL, approx. 2 a year).
- Use of a map on printed materials with a print run of 10,000, with the option to add more at a reduced fee.
- Use of a map on digital promotional materials.

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# Pocket Tube Maps

(Your essential travel companion for the capital)



# Pocket Tube Maps

(Printed Maps)

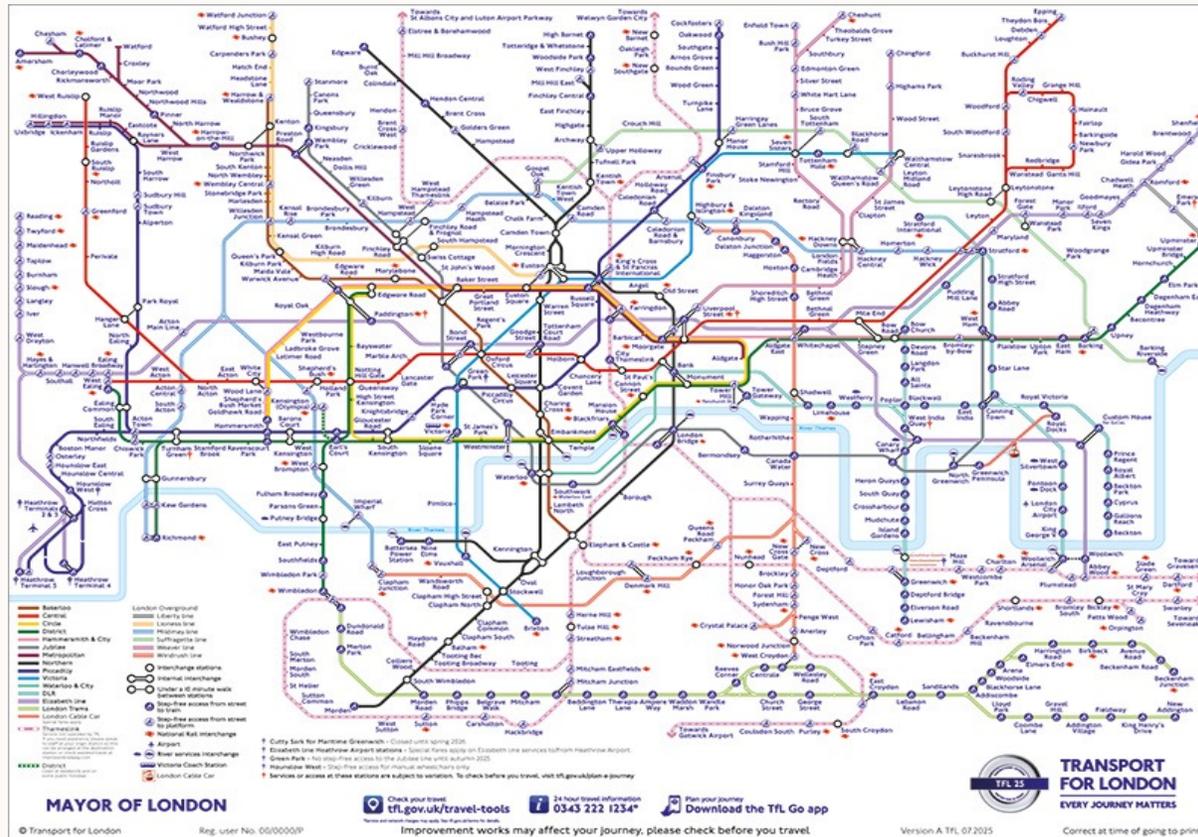


Package Fee: £ Price on application  
License Term: Not applicable†

- Digital Printed
- Any quantity

† The license does not allow the use of the TfL map or TfL branding on any additional marketing materials, only those outlined above or to be featured as part of social promotion.

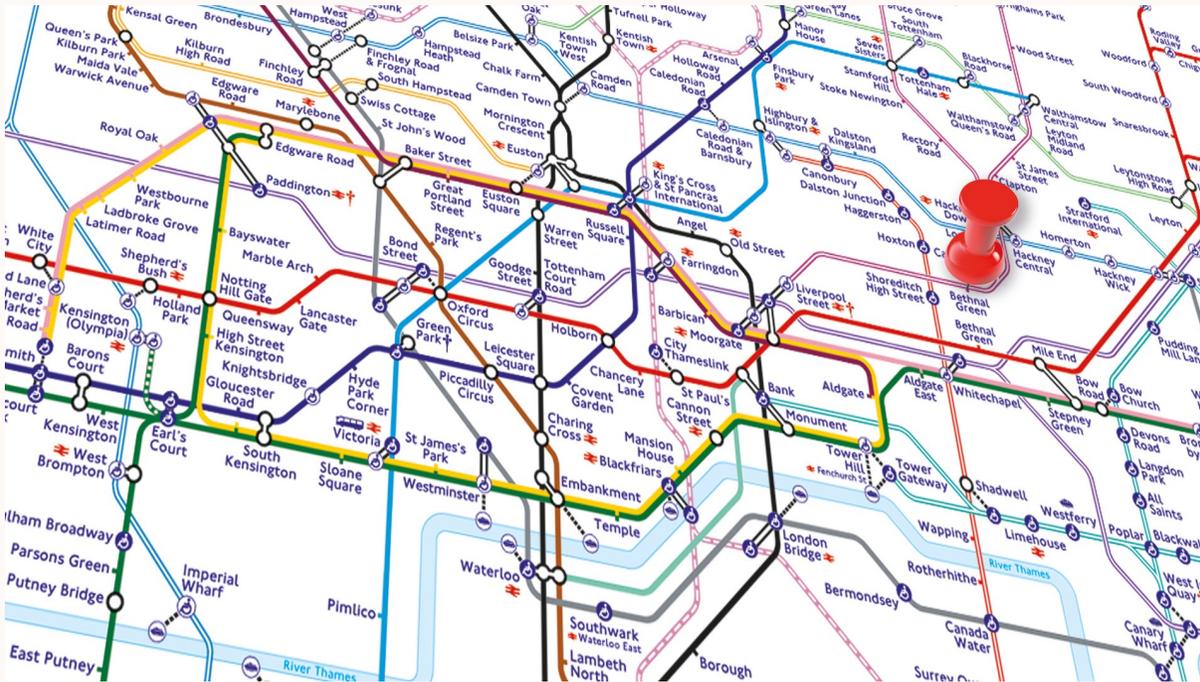
# Map Updates



Transport for London refreshes its maps twice a year to ensure they remain accurate and up to date.

If a new edition is released during your licence period, you'll automatically receive the updated artwork at no additional cost.

# Contact Information



For further information about our licensed marketing packages, please contact our team at

[tfl.licensing@pindarcreative.co.uk](mailto:tfl.licensing@pindarcreative.co.uk)

or

+44 (0)1296 390 101