

i-Size

Artwork
available from
just £249 plus VAT

Cost effective resources to help explain the new European car seat regulations

Produced by Stennik

In consultation with Child Seat Safety



Child car seat safety is changing – for the better – with the introduction of i-Size on 9 July 2013.

It's important that road safety teams and the public understand the changes, why they are being introduced and what people should do.

'i-Size campaign'

“ Imagine a world where every car seat fits every car and every child sits safely every journey..... That's i-Size”

Julie Dagnall, Road Safety GB Specialist on In-Car Safety & co-director Child Seat Safety

We need to ensure that parents, carers and health professionals are aware that the new, safer standard is here and why it is a good thing. We also need to explain how i-Size will keep children safer and make choosing a child car seat easier in the future.

Our i-Size campaign comprises a succinct leaflet and poster to promote awareness of the changes, and a website (currently under development) that will provide more information and address concerns and questions that parents, grandparents, carers and others responsible for carrying children in vehicles might have.

The website will be a comprehensive source of information about i-Size and the printed resources will direct consumers to the website to find the answers to some of the more frequently asked questions. For quick and easy access to the website, we're using a QR code on the printed materials. As i-Size develops we will regularly update the website to include the most current information.

i-Size

Our 5 point guide to getting it...

- R** Rear facing until at least 15 months
- I** i-Size car seats will fit all "i-Size ready" vehicles
- G** Greater protection for your child's head, neck and vital organs
- H** Height classification makes choosing the right car seat easier (i-Size is not based on weight of a child)
- T** Transporting your child is easier and safer as there's less chance to get it wrong

More info @ www.i-size.org.uk i-size

Cost of resources

Artwork only - £249 + VAT

If you want maximum flexibility you can purchase the artwork for the leaflet and poster from us to produce your own campaign resources. Artwork can be supplied as Quark, Photoshop, Illustrator or Adobe PDF files.

Campaign artwork can be provided in several other formats for those wanting to book other media including bus backs, adshell and 48-sheet posters.

Printed resources from £350 + delivery & VAT

All printed resources can be provided in generic form (with website address & QR code) or over-printed with your contact details (for a small additional fee of £100 plus VAT).

Personalisation - £100 + VAT

We can add your logo/contact details to the artwork and printed resources for a fee of £100 + VAT. You will need to supply your logo (either as an Illustrator EPS, TIFF, or hi-res Jpeg) and contact details, unless we already have them.



POSTERS

Quantity	100	250	500	1,000
A4	£350	£375	£400	£450
A3	£395	£425	£450	£550

LEAFLET (A5 printed both sides)

Quantity	1,000	2,500	5,000	10,000
Price	£435	£500	£675	£975

PULL-UP DISPLAY (for indoor use)

2100mm x 820mm £175

i-Size PACK 1 £745

100 A4 Posters & 1,000 A5 leaflets

i-Size PACK 2 £830

250 A4 Posters & 2,500 leaflets

Ordering

Simply complete the enclosed order form. You do not need to send payment with your order but will need to provide a Purchase Order number. We will then confirm your order.

Other merchandise & resources

We are happy to assist with the production of any other merchandise or resources to support your campaign - please contact us to discuss your requirements.

More information

Please contact David Frost on **0745 041 5291** or by email: dfrost@stennik.co.uk

Stennik

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About Stennik & Child Seat Safety

This i-Size campaign has been developed by Stennik with technical advice and input from Julie Dagnall & Claire Waterhouse. Julie is Road Safety GB's specialist on In-Car Safety, and both Julie and Claire are directors of Child Seat Safety. They both have more than 20 years' experience in road safety, working in both the public and private sectors.

Stennik is a specialist road safety communications and publicity consultancy established in 1983 by current managing director, Nick Rawlings.

Stennik has a long-standing relationship with Road Safety GB which includes managing the national road safety newsfeed on the Road Safety GB website, managing the Road Safety Knowledge Centre, and organising the National Road Safety Conference.

Stennik also produces a range of publicity campaigns and materials for road safety teams across the UK, including the award-winning For my girlfriend young driver campaign and the morning after drink drive campaign.

