



020 7490 0666 ✦ www.xk8organisation.com ✦ 2007 brochure

what we do

✦ The XK8 Organisation has, for the last 7 years, been offering a flexible, competitively-priced, direct distribution service for promotional media.

Direct distribution / flyering is arguably the most popular, cost-effective and established method of promotion, for a variety of products including record releases, club nights & concerts to a specific audience / market, with "guerilla tactics" if necessary.

The XK8 Organisation

what we offer

✦ We provide a totally bespoke service; distributing your promotional material, directly to your target market.

We can target key market segments, depending upon what you want us to do - gig, club & street market-goers, commuters or customers of specialist retail outlets. Whether you start with a flyer quantity, a budget figure or a location, we can structure a campaign to promote your product in the most cost-effective way.

On request you will receive a detailed breakdown of the proposed flyering campaign (or can design your own) which will be tailored to your specific requirements and based on our extensive knowledge of different sections of the youth market.

If you require a sustained campaign of flyering such as a product roll-out, we can organise the campaign to suit your personal needs - depending on how involved you wish to be. we can supply you with week on week updates with a flexible job load with daily updates of work, or we can simply carry out a pre-organised campaign proposal.

The XK8 Organisation also offers an all-in design & print service from mono flyers to colour brochures & posters, aswell as a retail postering service and a guerilla flyposting service.



what makes us different

✓ Our staff are a combination of music fans, musicians, club goers and sparky individuals that have a desire to be part of the promotions industry, as opposed to fan-based street teams. Our staff are initially road-tested through flyering for our own club promotions and, if they prove themselves, they go on to receive a wage based on their attitude to the job.

We aim to reward our staff for their commitment, so that our staff will do their utmost to promote your product to the public. In the past we have even supplied our promotion staff as supervisors to other street teams and promotion companies!

The benefit of using trained street flyerers is that it adds a personality to the material being handed out. Our staff are briefed on the acts or events they're working for and can inform the public, as well as deliver the stock direct to peoples' hands, undiluted and raw, unlike pack-based flyering.

We're in constant contact with our staff and we monitor the media on a daily basis. With our flexible working-ethic, we can react quickly to changing circumstances and cover last-minute events.

As club promoters, we've got 15 years of accumulated promotion experience and we rely on the same staff for our own events. You can rest assured that your promotion is in the hands of professionals.

⚡ london-based flyering PRICES DO NOT INCLUDE VAT

(depending on location and suitability of material, our staff can distribute between 500 - 700 per hour)

HOURS BOOKED (minimum 2 hrs)	A7 80 - 220 gsm	A6 / A6 strip 80 - 220 gsm	A5 80 - 220 gsm	OUTSIZE
2 - 10 hrs	£18ph	£20ph	£25ph	CALL FOR QUOTE
10 - 20 hrs	£16ph	£18ph	£23ph	CALL FOR QUOTE
20 - 50 hrs	£14ph	£15ph	£20ph	CALL FOR QUOTE
50 + hrs	£12ph	£12.50ph	£15ph	CALL FOR QUOTE

- ⚡ Work carried out at PREMIUM HOURS (01:00 - 10:00) is charged at an extra £2.00ph
- ⚡ All jobs must be booked at the same time for discount without prior arrangement.
- ⚡ OUTSIZE material includes : A4+ sizes, foldout flyers, brochures & promo materials

⚡ national flyering PRICES DO NOT INCLUDE VAT

Initial £60.00 charge per city (admin & dispatch)
 each regional gig job is charged at a set cost of £40 per job
 each regional festival // arena // shop drop - PLEASE CALL FOR A QUOTE

⚡ shop & poster drops PRICES DO NOT INCLUDE VAT

London based area shop drops : charged at hourly rates : 3 hours for single material
 drops will hit roughly 60 - 80 venues
 CENTRAL LONDON (Soho / Covent Garden)
 SHOREDITCH (Old Street / Hoxton / Brick Lane)
 CLAPHAM (Clapham Common / High St)
 Highbury & Islington (including Essex Road)
 NOTTING HILL (including Portobello)
 extra area can be requested : subject to a £30 scouting fee

past & present clients include :

atlantic records (zero 7, jim noir, get cape wear cape fly, funeral for a friend) / the tate gallery (tate tracks) /
 emusic (uk launch flyering) / hassle records (cancer bats, juliette lewis & the licks, dashboard confessional) /
 lock 'n' load (get loaded in the park 2004-07, electric gardens 2006-07) / channelfly (the great escape) /
 roskilde festival / vagrant records (from autumn to ashes, moneen, alkaline trio) / tdk cross central / livenation
 (calendar flyers, wembley arena, wireless) / turnmills (together) / modular records ((mstrkrft, lcd soundsystem, the
 presets) / diesel-u-music 2004-05 / eatsleep records (rocket science, the movielife, clayhill) / eastwest (the
 darkness, funeral for a friend, ash, wilco, magnet, kd lang, yousou n'dour) universal (dj shadow, beck) / warner
 music (ray lamontagne) / eagle rock (heart, usher, black crowes, jethro tull, alice cooper) / burning heart records
 (hives) / full time hobby (malcolm middleton, the checks, viva voce) / wea records (mull historical society, streets)
 sony bmg [music for nations] (x is loaded, inme, lowfive) / transmission (93 feet east) / 333 (hoxton apocalypse) /
 magic&medicine (burnout) / neu_noise (333 / 93 feet east) / casino royale (barfly) / year zero (proud)...



terms and conditions - june 07

- ▶ Our office hours are 11:00 to 18:00, Monday to Friday.
- ▶ **LONDON-BASED JOBS:**
 - ▶ Our staff collect their schedules and flyers each Wednesday. Jobs for the following 7 days (Wednesdays to Tuesdays, weekly) must be agreed (and flyers delivered) by close of business on Tuesdays (unless by arrangement).
 - ▶ There will be a 100% rush charge for any jobs (for that 7 day period) requested later than this (unless by prior arrangement).
 - ▶ No jobs will be accepted after 12pm on Fridays, with flyer delivery no later than 4pm that day (unless by prior arrangement). All "rush" jobs are accepted subject to staff availability.
- ▶ **REGIONAL JOBS ONLY:**
 - ▶ Jobs must be agreed (and flyers delivered) at least 5 working days before the first listed date.
 - ▶ There will be a 100% rush charge for any jobs that are requested, or where flyers arrive, later.
- ▶ **ALL JOBS**
 - ▶ Concert and Nightclub flyering jobs will almost always be carried out on the "way in" to the event, in a shift of 2 hours (unless by arrangement).
 - ▶ Minimum job duration (including markets) will be for 2 hours, from the arrival time at the job.
 - ▶ Staff punctuality (especially in London) can occasionally be disrupted by problems with public transport and we cannot accept responsibility for this, although we will provide an extra job, free of charge, if the staff member is more than 30 minutes late or misses the job.
 - ▶ XK8 will only agree to resolve issues of staff attendance at a location or event if we are contacted (via the Director's mobile) at least 30 minutes before the end time of that job. This allows time to contact the member of staff and have them introduce themselves to a representative of the client, at the location of the job, or verify their presence there.
 - ▶ 24 hours' notice is required for cancellation of a job, otherwise 50% of that job's cost will be charged. All postage/delivery costs will still be charged in full.
 - ▶ New clients will be expected to pay 100% of the full job cost, in advance of the first job, unless another arrangement is made.
 - ▶ For all other clients, payment is expected immediately after any agreed campaign begins or - by arrangement only - within 30 days of issued invoice date. XK8 works hard for its clients and, to get the job done, pays its regional staff promptly and its London staff weekly.
 - ▶ XK8 will not accept further work from a client if any invoice remains unpaid after its due date.
 - ▶ Any alterations to work or unforeseen disruptions will be credited to client at the end of the agreed campaign.
 - ▶ All campaigns/work must be agreed in e-mail/written format, and P.O numbers (where required) must be received in advance of the first job to be undertaken, otherwise we cannot guarantee that the work will be carried out as required.