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distribution

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weareopus.org/opus-distribution

About The Project

For over 15 years Opus Distribution has been providing unique print distribution opportunities exclusively to local independent traders, community groups, arts organisations, charities, educational institutions and local government.

We distribute flyers, leaflets, posters and brochures to over 4,000 locations across pre-planned routes in Sheffield, South Yorkshire, North Derbyshire, West Yorkshire and Nottinghamshire.

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Our routes have been developed with maximum visibility in mind, with both geographically and demographically targeted runs available to meet the specific needs of all of our partners' individual campaigns.

We consider it an essential part of our service to our clients and partners that we recycle any leftover print following the successful completion of a campaign, free of charge, ensuring that their carbon footprint is as small as possible.

After each campaign is completed, we send our clients and partners a detailed report of not only which outlets and venues have received their print, but also in what quantities they were distributed, giving maximum oversight of exactly where their literature has been seen by their target audience.

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Why Choose Opus?

Targeted Profiling

Our tailored geographic & demographic distribution runs will ensure that your product reaches your targeted & specified audience.

Friendly & Caring

We have an outstanding distribution team who maintain an excellent rapport with the outlets that display your literature.

15+ Years' Experience

Established in 2008, our projects also include Sheffield Demonstrators, Now Then Magazine, Festival of Debate & many more.

Widespread Coverage

We cover 4,000+ locations in Sheffield, South Yorkshire, North Derbyshire, West Yorkshire & Nottinghamshire.

Comprehensive Service

After completing each distribution run, we send you a report of which locations have received their print & in what quantities.

Environmental Focus

We consider it an essential part of the service that we recycle your print once they go out of date - free of charge.

**SHEFFIELD
THEATRES**



**SHEFFIELD
CITY
TRUST**

**Sheffield
DocFest**

Our Partners

We work exclusively with local independent traders, community groups, arts organisations, charities, educational institutions and local government, creating and sustaining strong networks and shared ideologies of independent trading.

Opus Distribution, like many other organisations in Britain today, is a firm believer in keeping our local economy strong enough to fulfil the needs of the community. We will therefore not accept work from corporations, chains or franchises.

Our regular clients include Sheffield Theatres, Sheffield Museums Trust, University of Sheffield, Sheffield City Trust, Sheffield DocFest and many others.

A Few Kind Words

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A great way to ensure the product you are promoting is seen right across the city and outer reaches of Sheffield. **The team at Opus are friendly and flexible.** It's also great to see where print has gone to thanks to their comprehensive distribution reports.

- Sheffield Theatres

Opus Independents are integral to the distribution of our print. **The expertise and knowledge** displayed about the services on offer is greatly appreciated.

- Sheffield City Hall

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Opus help us to reach out to new audiences, getting our print to where it's needed. The team are so friendly and knowledgeable and jump into gear even when we have tight turnarounds or last minute asks. **Long may Opus Distribution continue to help create a vibrant cultural scene!**

- University of Sheffield

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Where Will You Find Your Print?

Your print will be placed in hot spots or places of high public interest – busy cafés, local libraries, bars, universities, restaurants, cinemas, hotels, theatres, halls of residence and retailers.

To our knowledge, we offer the largest number of distribution points across several regions of the UK. Our versatile distribution runs cover thousands of locations – from Bakewell to Hathersage to Sheffield City Centre to Manchester's Northern Quarter.

We have used the experience gained over the last seven years of service to design blanket coverage runs over wide areas and targeted runs aimed at specific demographics, enabling our clients to minimise their costs whilst maximising their exposure.



Our Services

Over many years of service, Opus Distribution has achieved a unique relationship with local traders, cafe owners, restauranteurs, bars, cinemas, hotels and the like, but also a deep knowledge of places of high public interest in Sheffield, South Yorkshire, North Derbyshire, West Yorkshire and Nottinghamshire.

We are always expanding our service into new areas, so please get in touch if you are looking for distribution in an area not mentioned in our brochure, otherwise read on to see the range of distribution routes we offer and decide who your print might like to meet.



Sheffield



● Sheffield Full Run

Our most popular package which includes a combination of all City Centre and South & West pick-up points, with a broad reach across the centre and south-west of the city.

Approx: 8,000 single-sheet flyers

OR

5,000 multi-page brochures

Areas include: **City Centre, Ecclesall Road, Sharrow Vale Road, Ecclesall Road South, London Road, Chesterfield Road, Woodseats, Nether Edge, Abbeydale Road, Heeley, Millhouses, Totley, Greenhill, Dore, Fulwood, Broomhill, Crookes, Crookesmoor.**

● Sheffield City Centre Run

The central hub of Sheffield, hosting a wide variety of cafés, cinemas, hotels, retailers, libraries and bars. The place where workers commute and people from all walks of life pass through week in, week out. If you want your print to reach the widest variety of people, we recommend our City Centre Run.

Approx: 4,000 single-sheet flyers

OR

2,500 multi-page brochures

Areas include: **Broomhill to the Parkway, Kelham Island to St Mary's Gate and everywhere in between, including Division Street, West Street, St Paul's Square, Campo Lane, both universities' city campuses and many more.**

● Sheffield South & West Run

Sheffield is a city of small villages. Roads like Abbeydale and Ecclesall play host to whole communities filled with bars, restaurants, libraries and retailers. Reach the wider Sheffield community with our 'Out of Town' South & West Run.

Approx: 4,000 single-sheet flyers

OR

2,500 multi-page brochures

Areas include: **Ecclesall Road, Sharrow Vale Road, Ecclesall Road South, London Road, Chesterfield Road, Woodseats, Nether Edge, Abbeydale Road, Heeley, Millhouses, Totley, Greenhill, Dore, Fulwood, Broomhill, Crookes, Crookesmoor.**

● Sheffield North-East Run

Reaching a wide range of community-focussed areas of Sheffield, situated along major tram and bus routes on the outskirts of the north-east of the city centre, including Firth Park, Burngreave and Shirecliffe, the North-East Sheffield Run engages with an audience from a rich variety of cultural backgrounds.

Approx: 3,000 single-sheet flyers

OR

1,500 multi-page brochures

Areas include: **Hillsborough, Parson Cross, Firth Park, Shirecliffe, Fir Vale, Pitsmoor, Page Hall, Burngreave.**

● **Sheffield East Run**

Sheffield is of course known as the 'City of Villages'. This perhaps never rings more true than when it comes to the suburbs on the eastern side of the city. Covering several heavily-populated districts, the East Run is perfect for reaching an often untapped audience.

Approx: 3,000 single-sheet flyers
OR 1,500 multi-page brochures

Areas include: **Darnall, Chapeltown, Manor Top, Shiregreen, Wincobank, Tinsley, Handsworth, Catcliffe, Woodthorpe, Intake, City Road.**

● **Sheffield High Income Run**

Want to target those patrons of the arts with a larger disposable income, or an older but engaged demographic who really value printed material over digital? Then the High Income Run is for you, covering areas such as Dore, Totley, Fulwood, Nether Edge and Ecclesall Road, among others.

Approx: 3,000 single-sheet flyers
OR 1,500 multi-page brochures

Areas include: **Ecclesall Road, Sharrow Vale Road, Ecclesall Road South, Nether Edge, Millhouses, Totley, Greenhill, Dore, Fulwood, Crosspool, Walkley.**

● **Sheffield Evening Run**

The night-time economy is one of Sheffield's strongest assets. Millions of pounds are spent and earned annually in Sheffield's various bars, restaurants and clubs. If you want your print to reach the people who perpetuate this cog, then our Evening Run is for you.

Approx: 3,000 single-sheet flyers
OR 1,500 multi-page brochures

Areas include: **City Centre, Crookes, Broomhill, Ecclesall Road, London Road.**

● **Sheffield Offices Run**

Where do we spend most of our time? At work. We meet our friends, we plan our weekends and we share information about the goings-on in our various communities. What better way to inform people than to have your print on show in the workplaces and receptions of large Sheffield offices.

Approx: 3,000 single-sheet flyers
OR 1,500 multi-page brochures

Areas include: **City Centre, Ecclesall Road, Sheaf Quays, Norton, Atlas Way, Penistone Road, Nursery Street.**

● **Sheffield Family & Young Persons' Run**

From museums and cinemas to play centres and hotels, if you want your print to reach resident or visiting families, then take advantage of our Family and Young Persons' Run.

Approx: 3,000 single-sheet flyers

OR

1,500 multi-page brochures

Areas include: **City Centre, Valley Entertainment, Sheffield Parks & Gardens.**

● **Sheffield Student & Young Professionals' Run**

For students and young professionals, disposable income is a wonderful thing, and with students and young professionals, 'disposable' is often the word of choice. Put your print where these happy spenders like to spend their time and money with our Students & Young Professionals' Run.

Approx: 3,000 single-sheet flyers

OR

1,500 multi-page brochures

Areas include: **City Centre, Ecclesall Road, Sharrow Vale Road, Crookes, Crookesmoor, Broomhill.**

● **Sheffield A3 Poster Run**

Our selection of the key areas that are perfect for smaller scale promotional distribution. Takes A3 posters only.

Approx:

100 A3 Posters

Areas include: **Broomhill, West Street & Division Street, Crookes & Crookesmoor, Fargate & Brown Street, Ecclesall Road & Sharrow Vale Road, London Road.**

South Yorkshire & North Derbyshire



● North Derbyshire & Peak District Run

Reaching out to the outlying villages and towns of the Peak District, like Castleton and Bakewell, is our North Derbyshire Run. Focussing on an often untapped audience of visiting tourists and local residents, this route is ideal for classical arts, theatre and outdoor activity events.

Approx: 3,000 single-sheet flyers

OR

1,500 multi-page brochures

Areas include: **Hathersage, Hope, Castleton, Bradwell, Bakewell, Ashford-in-the-Water.**



● Barnsley Run

Just 12 miles north of Sheffield, Barnsley lies on the River Dearne and has a population of around 218,000. With a cultural heritage of brass bands and heavy industry, Barnsley is now in the process of regeneration, spearheaded by the presence of cultural institutions such as Barnsley Civic, playing host to a variety of cross-platform arts.

Approx: 3,000 single-sheet flyers
OR 1,500 multi-page brochures

Areas include: **Market Hill, Shambles Street, Eastgate, Church Street, Regent Street, Eldon Street Centre, Tourist Info, Wellington Street, Peel Street, Peel Parade, Market Street, The Arcade, Midland Street, Indoor Market, Barnsley Metrodome, Barnsley FC Oakwell, Sheffield Road.**



● Chesterfield Run

Just down the road, Chesterfield is a well-known market town and destination choice for tourists visiting South Yorkshire. Home to Britain's largest outdoor market space, Chesterfield has a population of 70,000 and a wealth of arts organisations and independent traders. Reach a like-minded audience in Derbyshire's largest town.

Approx: 3,000 single-sheet flyers
OR 1,500 multi-page brochures

Areas include: **Town Centre, Market Place, Falcon Yard, Saltergate, Steeplegate, Church Lane, Packers Row, Knifesmith Gate, Elder Way, Cavendish Street, Church Way, Iron Gate, Long Shambles, Middle Shambles, Vicar Lane, Theatre Yard.**



● Doncaster Run

Only 20 miles from Sheffield, Doncaster has a population of 65,000 people and, with the recent addition of an international airport and new shopping centre, has undergone massive regeneration across the arts and education sectors.

Approx: 3,000 single-sheet flyers
OR 1,500 multi-page brochures

Areas include: **High Street, Hall Gate, Cleveland Street, Princes Street, Priory Walk, Waterdale, Market Place, Sunny Bar, West Laith Gate, Baxter Gate, Nether Hall Rd, Silver Street, South Parade, St Georges Way, Church Way, Askern Road, Bentley.**

● Rotherham Run

At the confluence of the River Rother and the River Don, Rotherham is located between Sheffield and Doncaster and has a population of over 117,000 people. Reach out to people who are a mere six miles from Sheffield, less than half an hour's drive away.

Approx: 2,500 single-sheet flyers
OR 1,000 multi-page brochures

Areas include: **Moorgate Road, High Street, Town Centre, Mini Market, Corporation Street, Ship Hill, Main Street, Westgate, Wellgate, Catherine Street.**

West Yorkshire



● Leeds Run

Often recognised as the capital of Yorkshire and the Humber, Leeds is a thriving city with an economy worth over £52 billion. Our Leeds distribution list is a blanket coverage, geographically-orientated run designed to cover main city centre spots, as well as outlying student and young professional areas, including Hyde Park, Headingley and Chapel Allerton.

Approx: 4,000 single-sheet flyers

OR

2,000 multi-page brochures

Areas include: Chapel Allerton, Meanwood, Woodhouse, Headingley, Hyde Park, Kirkstall, Blenheim Terrace, The Grand Arcade, St Peter Square, The Calls, The Corn Exchange, Kirkgate Market, Lower Briggate, Station Street, George Street.



● **Huddersfield & Kirklees Run**

As a university town with a student population of almost 20,000, Huddersfield has retained a sense of independent arts, culture and local trade, making it a popular destination with people from all of its surrounding districts in the wider Kirklees area.

Approx: 3,000 single-sheet flyers
OR 1,500 multi-page brochures

Areas include: **Wakefield Road, Greenhead, Westgate, The Imperial Arcade, New Street, The Byram Arcade, The Packhorse Centre, Lindley.**



● **Wakefield Run**

Having enjoyed a recent city-wide regeneration, Wakefield now boasts a burgeoning Cultural Quarter, comprising several prestigious arts venues including The Hepworth, The Art House and the world-famous Yorkshire Sculpture Park, bringing thousands of people into the city each year.

Approx: 3,000 single-sheet flyers
OR 1,500 multi-page brochures

Areas include: **Westgate, Northgate, The Springs, The Bull Ring, Wood Street, Drury Lane, Horbury.**

Nottinghamshire



● Nottingham Run

A vibrant and culturally rich city, Nottingham is also a popular tourist destination with a legacy of sporting greatness, as well as thriving music and arts scenes and two of the country's top universities. At just a 40-minute drive from Sheffield, the two cities have always had plenty to offer each other.

Approx: 4,000 single-sheet flyers
OR 2,000 multi-page brochures

Areas include: **Lace Market Area, Maid Marian Way, Castle Wharf, Theatre Square, Derby Road, Hockley and many more.**

● Mansfield Run

Covering the bustling market town situated between Sheffield and Nottingham, the Mansfield Run reaches a wide range of demographics in and around a town renowned for its own thriving theatre and arts scene. Areas include Market Square, Stockwell Gate, Westgate and Mansfield Woodhouse.

Approx: 3,000 single-sheet flyers
OR 1,500 multi-page brochures

Areas include: **Market Square, Stockwell Gate, Westgate and Mansfield Woodhouse.**

Prices

Geographical Area Runs	Prices (ex VAT)
Sheffield Full Run	£769
Sheffield City Centre Run	£419
Sheffield South & West Run	£409
Sheffield North-East Run	£359
Sheffield East Run	£359
North Derbyshire & Peak District	£369
Barnsley Town Centre Run	£369
Chesterfield Run	£369
Doncaster Run	£369
Rotherham Run	£359
Rotherham XL Run*	£409
Leeds Run	£379
Huddersfield & Kirklees Run	£369
Wakefield Run	£369
Nottingham Run	£369
Mansfield Run	£369

Targeted Runs	Prices (ex VAT)
Sheffield High Income Run	£369
Sheffield Evening Run	£339
Sheffield Offices Run	£369
Sheffield Family & Young Persons' Run	£339
Sheffield Student & Young Professionals' Run	£369
Sheffield A3 Poster Run	£229

Discounts are available for multiple orders of print or distribution over a series of months.

Prices do not include VAT.

Manchester & Bradford Runs: We work with trusted partners in both Manchester and Bradford. Please get in touch with Ben if you are interested in getting to these areas (prices available on request).

***Please speak to Abz to discuss opportunities to upgrade or extend your chosen run, allowing for wider coverage beyond the town centre.**

Get In Touch

To arrange a conversation and discuss our various distribution options, please contact our Opus Distribution team Ben Jackson and Abz Dickinson.

Alternatively, please get in touch with
distribution@weareopus.org

We aim to be as flexible as possible for new and existing clients, so if there isn't a particular distribution run which suits your needs, please let us know and we will do our best to accommodate your job.

Let's meet up!

weareopus.org



Ben Jackson
Distribution Manager
ben@weareopus.org



Abz Dickinson
Distribution Coordinator
abz@weareopus.org



distribution@weareopus.org
weareopus.org/opus-distribution