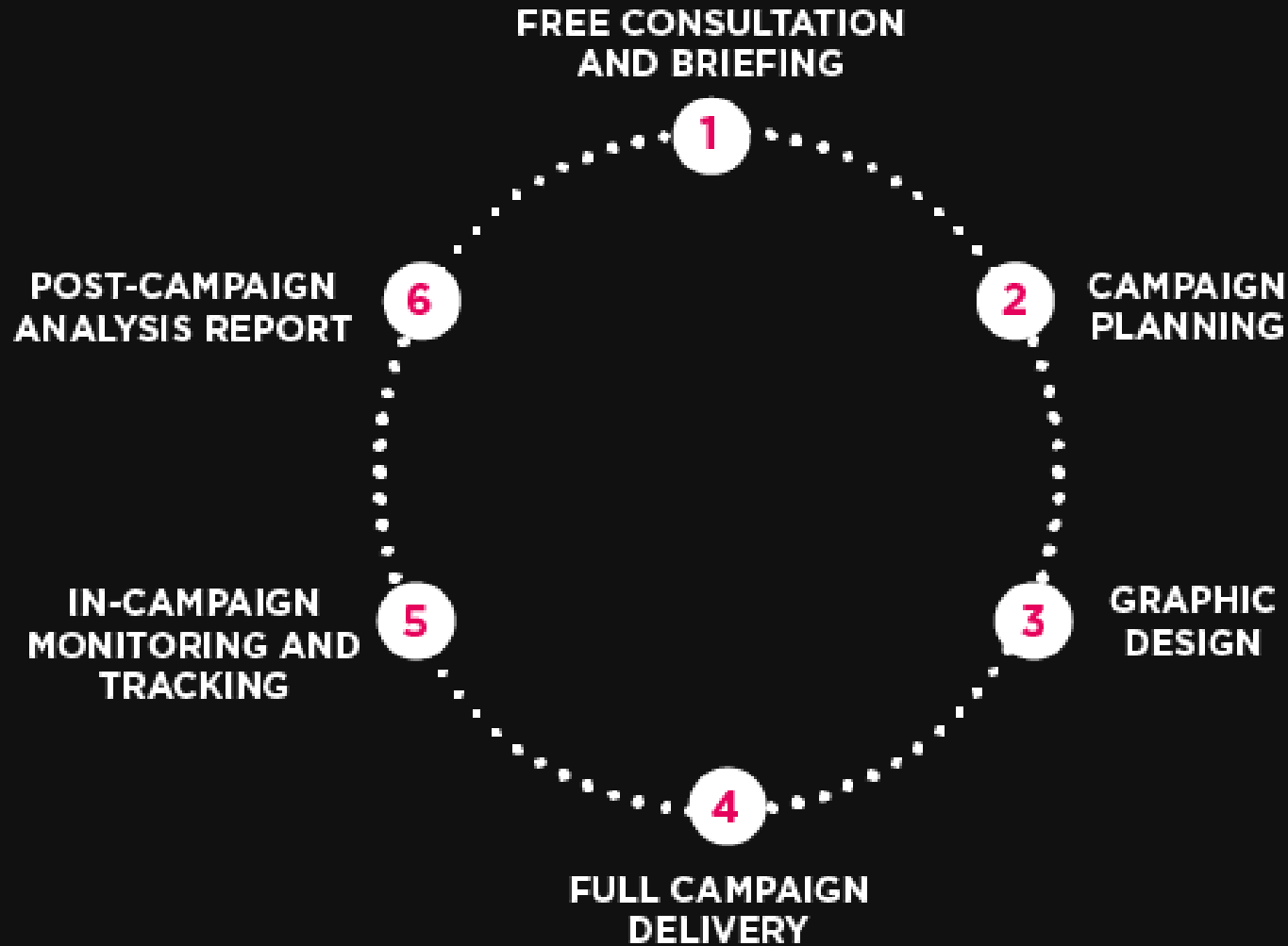




# **NORTH WALES NETWORK**

# THE PLANNING PROCESS.

We tailor each campaign to suit your brief, and will assist you from the start, right through to post-campaign analysis.



# ROUTE

A stylized map of North Wales is shown against a light blue background. The landmass is green, and the sea is light blue. The map is decorated with various icons: white clouds, blue waves, and several trees in shades of green, yellow, and red. A route is indicated by a thin grey line that starts at Wrexham, goes north to Flintshire, then west to Colwyn Bay, then further west to Bangor, then to Holyhead, then north to Llandudno, and finally east to Rhyl. Each location is marked with a red location pin icon and a corresponding red rectangular label with white text.

LLANDUDNO

RHYL

HOLYHEAD

COLWYN BAY

FLINTSHIRE

BANGOR

WREXHAM

# NORTH WALES NETWORK.

Our North Wales network now covers several static and digital formats from small to large scale across the region.

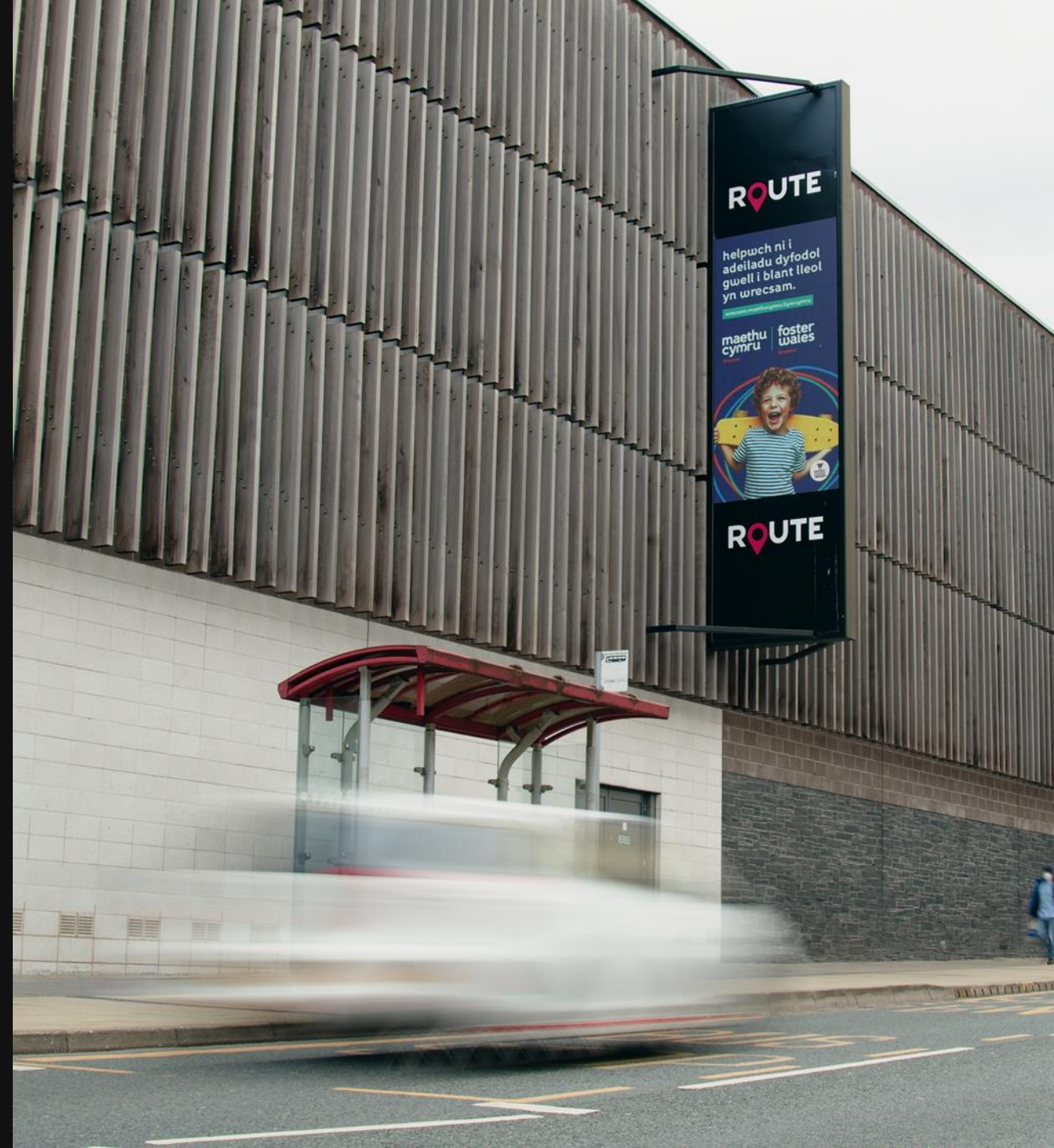
The digital formats include; digital 6-sheets (D6s) and our largest formats, a digital mega-6 in Wrexham and a digital landscape 48 sheet. Our North Wales Network reaches over 700,000 people per week.

Our double-sided Mega D6 is located on the entrance and exit road to Eagles Meadow Shopping Centre in Wrexham, reaching over 410,970 people per week.

A stone's throw from Wrexham AFC and Wrexham University, we have digital 48 sheet (D48), reaching an estimated 100,000 people per week.

Our D6 network covers screens across retail locations in North Wales; Bayview Centre in Colwyn Bay, Deiniol Centre in Bangor and White Rose Shopping Centre Rhyl.

Across our railway inventory we cover Wrexham, Rhyl, Colwyn Bay, Llandudno Junction, Bangor & Holyhead. We also have opportunities for bespoke projects at other stations across the network, including Chester Station.





# RHYL.

In Rhyl, we have inventory at the White Rose Shopping Centre, located on the high street in the town, opposite the beach.

The centre has an average footfall of 160,827 per week.

White Rose caters to both residents and visitors, with brands including JD Sport, Boots, Specsavers, Hays Travel, B&M and EE.

Our inventory in the centre includes two digital 6-sheets (D6s). These screens are able to play static and full motion copy.



PARKINSON'S<sup>UK</sup>  
CYMRU

Whose arm is this?  
I wonder why,  
it's pointing now  
up to the sky.  
It feels detached.  
It feels mis-matched.  
Oh why can't  
sleeping arms lie!!?

Linda, Stokesley.  
Living with Parkinson's.

To read more Poems  
for Parkinson's visit  
[parkinsons.org.uk/wpd](http://parkinsons.org.uk/wpd)

WORLD  
PARKINSON'S  
DAY 11 APRIL

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# WREXHAM.

*Reach audiences across Wrexham with our digital and static inventory.*

## Double-sided Mega 6

Targeting visitors entering and passing the shopping centre car park, we have a large format portrait Mega 6. This screen is double-sided and reaches an average of 410,970 people per week

## Digital 48 Sheet

This site is located on the doorstep of Wrexham University and Wrexham AFC's grounds, reaching 100,000 people per week.

## Rail

We have a number of static rail options at Wrexham General station.

## Static 48 Sheet

We have a static 48 sheet in the City Centre of Wrexham in close proximity to Wrexham Central station and Eagles Meadow Shopping Centre. This site reaches an estimated 103,250 people per week.





# BANGOR.

In Bangor we have inventory at the Deiniol Shopping Centre, located in the city centre. It has a footfall of 41,678 per week.

The Deiniol Centre caters to both residents and visitors, with brands including Specsavers, EE, Subway, Iceland and H.Samuel.

Our inventory in the centre includes a digital 6-sheet (D6) that is able to display static and full motion copy.



# FLINTSHIRE.

In Flintshire, our D48 reaches an estimated 19,973 people per week. The High Street is a key road in Connahs Quay, catering to both residents and visitors during the tourist season.

Our screen targets both pedestrian and vehicular traffic.





# COLWYN BAY.

Showcase your message to locals and tourists on our wall mounted D6 screen at the Bay View Shopping Centre in Colwyn Bay, with brands including Morrisons, Holland & Barrett and Superdrug. It's situated at the entrance of the popular and high footfall area.

Estimated footfall 70,000 people per week.





# NORTH WALES ACROSS RAIL.

Rail advertising is an effective environment for reaching a range of different audiences, depending on the locations and formats you select.

We have a network of 4, 6 and 48 static sheets across the North Wales Rail network. Stations include Bangor, Colwyn Bay, Holyhead, Rhyl, Llandudno Junction and Wrexham, plus static and digital options at Chester Station which targets both North Wales and North West commuters.

Rail advertising offers an audience with dwell time. With passengers spending an average of 7-13 minutes at their respective station. This dwell time gives your audience the chance to digest advertising, and then the opportunity to act on it during their onwards journey.



A rail advertisement for GLLM.ac.uk mounted on a brick wall. The ad features a background image of a woman in a white lab coat working in a laboratory. At the top, it lists partner institutions: Coleg Llandrillo, Coleg Menai, Coleg Meirion Dwyfor, and Busnes@LlandrilloMenai. The main headline reads "DECHREUA DY STORI" in large yellow letters, with "START YOUR STORY" in smaller yellow letters to the right. Below this, the text says "I GAEL Y SGILIAU A FYDD YN HELPŪ DY DDYFODOL." and "GET THE SKILLS YOU WANT TO KICK START YOUR FUTURE." The website "GLLM.AC.UK" is prominently displayed in yellow. At the bottom, there are social media icons for Facebook, X, Instagram, and TikTok. On the right side, there are two circular logos: one for "GWYBODAETHYD" (GAIN KNOWLEDGE) and another for "GWYBODAETHYD" (GAIN KNOWLEDGE) with "APPLY NOW" written around it.





IT'S THE  
**FROTH**  
THAT  
COUNTS



**#RIGHTROUTE**

**ROUTE**