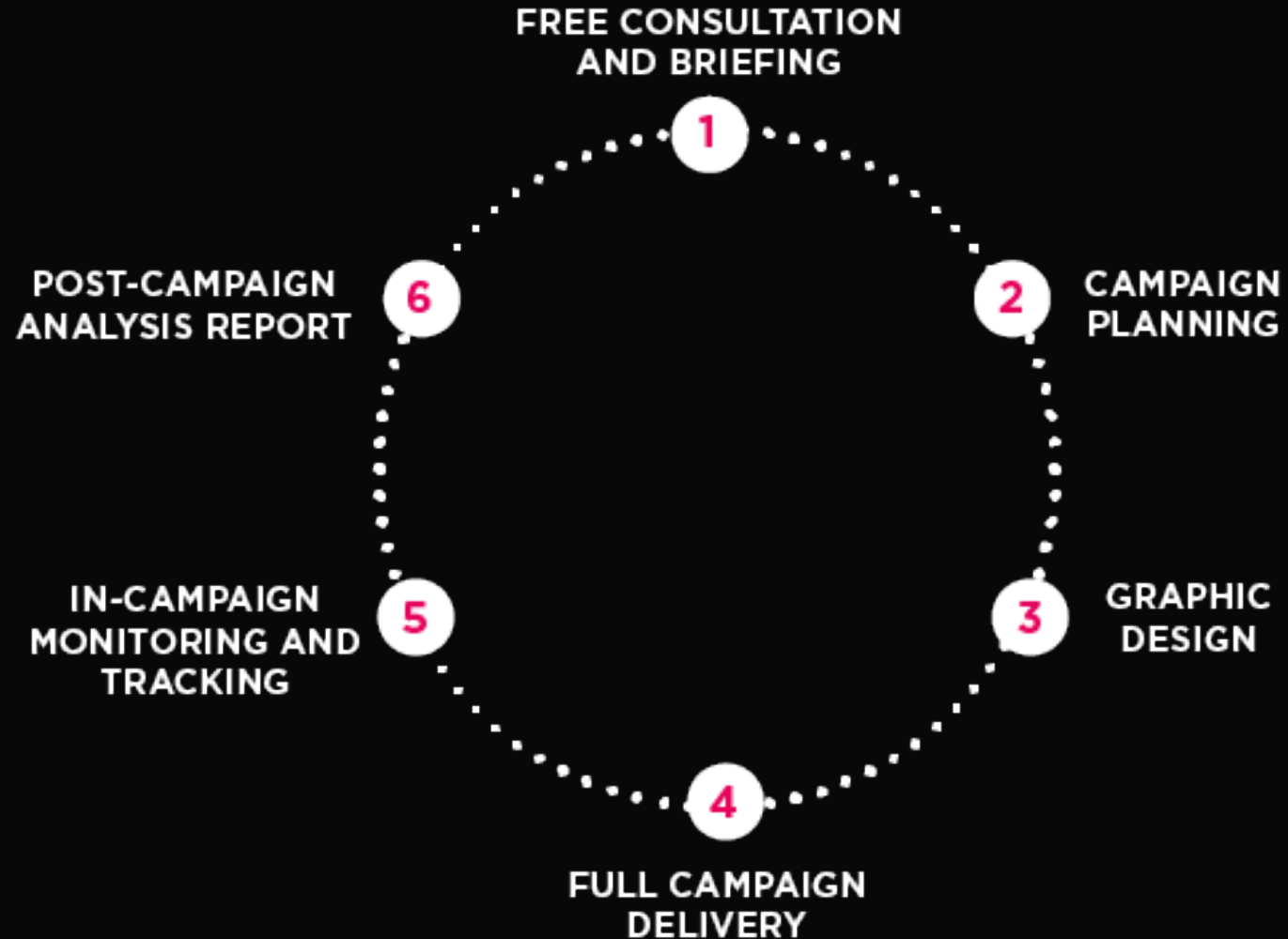


# SWANSEA

## THE PLANNING PROCESS.

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



ROUTE

SWANSEA



NEATH



## CARMARTHEN ROAD.

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We have a digital-48 screen on Carmarthen Road, a key route into the city centre stretching between the B4489 High Street and the A483 Pontardulais Road to the northwest.

This road is home to several businesses making it a great opportunity to advertise your message to commuters, residents and shoppers. On route to the Fforest-Fach Retail Park you will pass The Range, Iceland, Aldi and McDonalds.

The city centre also features several national brands including JD Sport, Pandora, Primark and is home to the highly rated Dragon Hotel.



## CARMARTHEN ROAD.

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Perfectly placed to capture the attention of thousands daily, our D48 screen on Carmarthen Road sits on the main route linking Swansea City Centre to the M4, making it a prime spot for both local and commuter traffic.

Surrounded by a mix of well-known national retailers and businesses, including Lidl, Greggs, Farmfoods, and just minutes from Fforest-Fach Retail Park, this location delivers outstanding commercial visibility.



## NEATH ROAD, SWANSEA.

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We have a digital-48 screen on Neath Road, a key route towards Morfa Retail Park and the Swansea.com stadium.

This strategic location offers exceptional visibility to commuters and visitors traveling to some of the most popular destinations in Swansea.

The Morfa Retail Park is home to a wide range of well-known national brands, including Currys, B&Q, and Next, making it a prime shopping location.

With high traffic flow and proximity to both the retail park and the stadium, this location ensures maximum exposure for your brand to a diverse and engaged audience.



## FABIAN WAY

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Positioned on one of South Wales' busiest commuter routes, our Fabian Way D48 screen captures the attention of thousands of drivers heading outbound of Swansea City Centre, the SA1 Waterfront and the Swansea University Bay Campus.

With exceptional visibility, this high-impact screen delivers unmissable brand exposure to both local audiences and regional travellers. Perfect for campaigns targeting professionals, students and visitors alike.

Fabian Way offers premium digital OOH coverage in one of the city's most strategic advertising locations.

Estimated footfall – **221,193 people per week.**



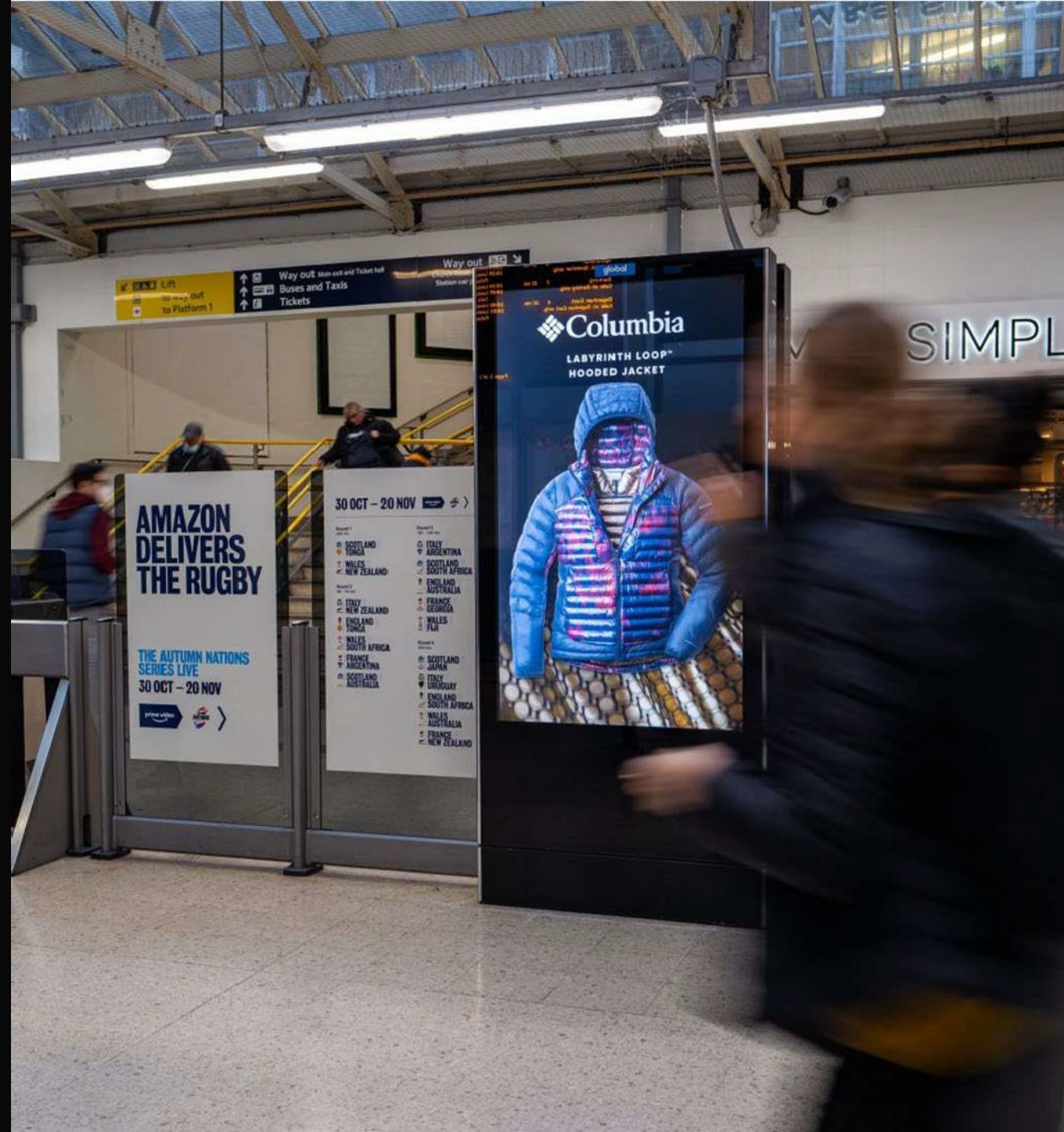
## SWANSEA RAIL.

Our Swansea rail network is ideal for reaching commuters into the city. We have a range of 4 and 6-sheets plus floor vinyl to maximize your campaign.

The network has an estimated weekly reach of over 250,000.

### Network Features

- 📍 Serves routes from across Wales as well as key lines from England.
- 📍 Features a Costa Coffee and a WHSmith's that increases dwell time.
- 📍 Transport for Wales undertook improvement works at the station, including a re-brand and refurbishing facilities for ease of the consumer.
- 📍 Third busiest station in Wales (2021/22).



## SWANSEA BUS.

Our Swansea bus network is ideal for reaching commuters into the city. The re-developed station opened in 2010 and also houses a Greggs bakery, Costa Coffee and a Co-operative store.

Our inventory includes a digital 48-screen which can play motion copy, alongside a D6 sheet.

The network has an estimated weekly reach of 506,653 individuals.

### Network Features

- 📍 Pre-Covid passenger figures were 9.19million per year.
- 📍 The station has 20 stands for local bus services with three more serving national coach services.



**SIX**  
MUSICAL  
ARENA  
THEATRE  
HYD 18-22 OCT 2022  
BUY TICKETS

**YDYCH CHI WEDI  
DIDGELU A CHLOI  
EICH CAR?**

**HAVE YOU  
SECURED  
YOUR  
VEHICLE?**

## CAR PARK D6'S.

We have a network of D6's in the following Swansea city car parks; **High Street, St David's, and the Quadrant.**

Situated in highly pedestrianized areas, they are a great way to reach a wide, on the move audience.

The network has an estimated weekly reach of 521,153 vehicles.



FIFA WOMEN'S WORLD CUP QUALIFIER

# CYMRU V SLOVENIA

04.09.22 19:45  
STADIWM DINAS CAERDYDD

FAW.CYMRU/TICKETS



WhatFootball!

**NOTICE**  
NO RESPONSIBILITY IS TAKEN  
BY THE CITY AND COUNTY OF  
SWANSEA FOR ANY LOSS OF  
OR DAMAGE TO ANY VEHICLE  
OR ITEM ON OR IN A VEHICLE  
OR FOR INJURY TO PERSONS  
IN THIS CAR PARK. HOWEVER  
SUCH LOSS, DAMAGE OR  
INJURY MAY BE CAUSED.

PEDESTRIAN  
EXIT



BIG

**#RIGHTROUTE**

**ROUTE**