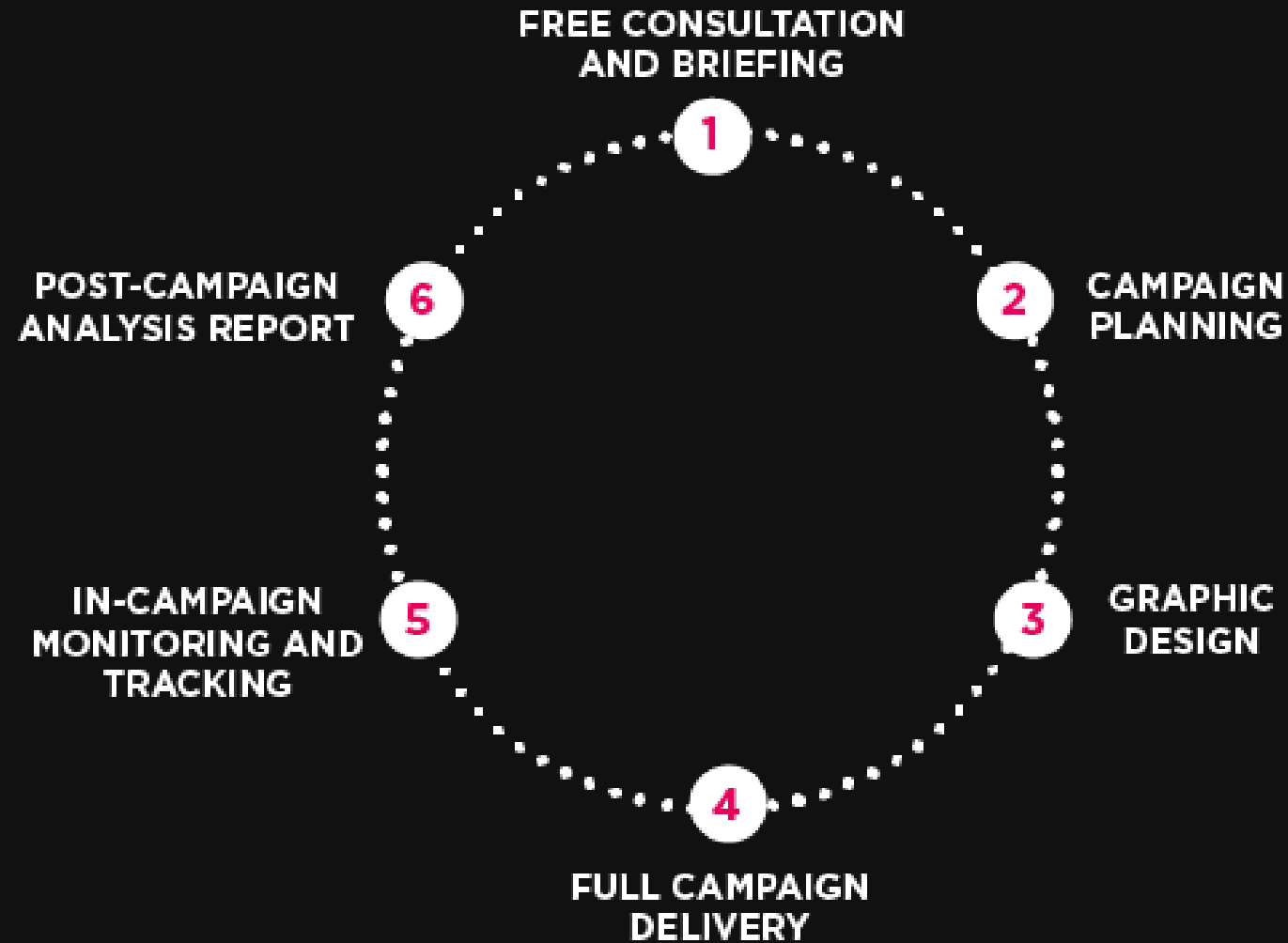


ROADSIDE ADVERTISING

THE PLANNING PROCESS.

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



CARDIFF

NORTH ROAD.

Our digital 48-sheet on North Road reaches people travelling into Cardiff from the M4, A470 and north Cardiff. North Road is a key arterial route into the city, and the site reaches an average of 298,368 people per week.

As well as reaching commuters and residents, the screen is in close proximity to seven student halls of residence, making it perfect for reaching the elusive 18-21-year-old audience.



ROUTE

**A HEALTHIER
COMMUNITY
STARTS
WITH BETTER**

Join the movement at
better.org.uk/cardiff

Better is a registered trademark and trading name of Better Community Action (Cardiff), a charitable company registered in England and Wales (Company No. 10488888) and limited by guarantee. Registered office: 104, The Waterfront, Cardiff, CF10 1AS. Registered in Cardiff, Wales. Cardiff City Council, 2018. All rights reserved. © 2018. All rights reserved. All rights reserved.



BETTER
COMMUNITY ACTION

BETTER

WESTGATE STREET.

Our Westgate Street large format digital screen is located in the heart of Cardiff. Only 2-minutes walk from iconic landmarks Cardiff Castle, Cardiff Arms Park and the Principality Stadium.

The site reaches an estimated 189,978 people per week.

Westgate Street is pedestrianised on event days at the Principality Stadium and becomes a major thoroughfare for visitors entering and exiting the stadium, increasing this figure significantly. Westgate Street also reaches residents and commuters travelling down Castle Street and Cowbridge Road.



PENARTH ROAD.

Located on **Penarth Road**, one of the busiest routes into Cardiff city centre, our screen captures a significant volume of daily vehicle traffic travelling between **Cardiff Bay, The City Centre, and the M4 Corridor.**

As a key commuter route used by thousands of drivers each day, the location benefits from consistent traffic flow during peak commuting hours and throughout the day.

The route connects major residential areas with Cardiff's commercial districts, leisure destinations and transport hubs, ensuring repeated exposure to a broad audience of commuters, local residents and visitors travelling into the capital.

The area is also well known as one of Cardiff's key motor trade hubs, home to a number of established car dealerships, vehicle retailers and automotive services along the route. This **strong automotive presence** attracts a steady stream of car buyers, service customers, and industry traffic, making the location particularly relevant for brands targeting motorists and the wider automotive sector.

With premium digital display quality and bold roadside presence, the Penarth Road **Mega 6 screen** offers advertisers a powerful platform to deliver impactful, high frequency messaging. Its strategic positioning ensures maximum visibility to audiences on the move, making it an ideal platform for both regional and national campaigns looking a strong impression in Cardiff.

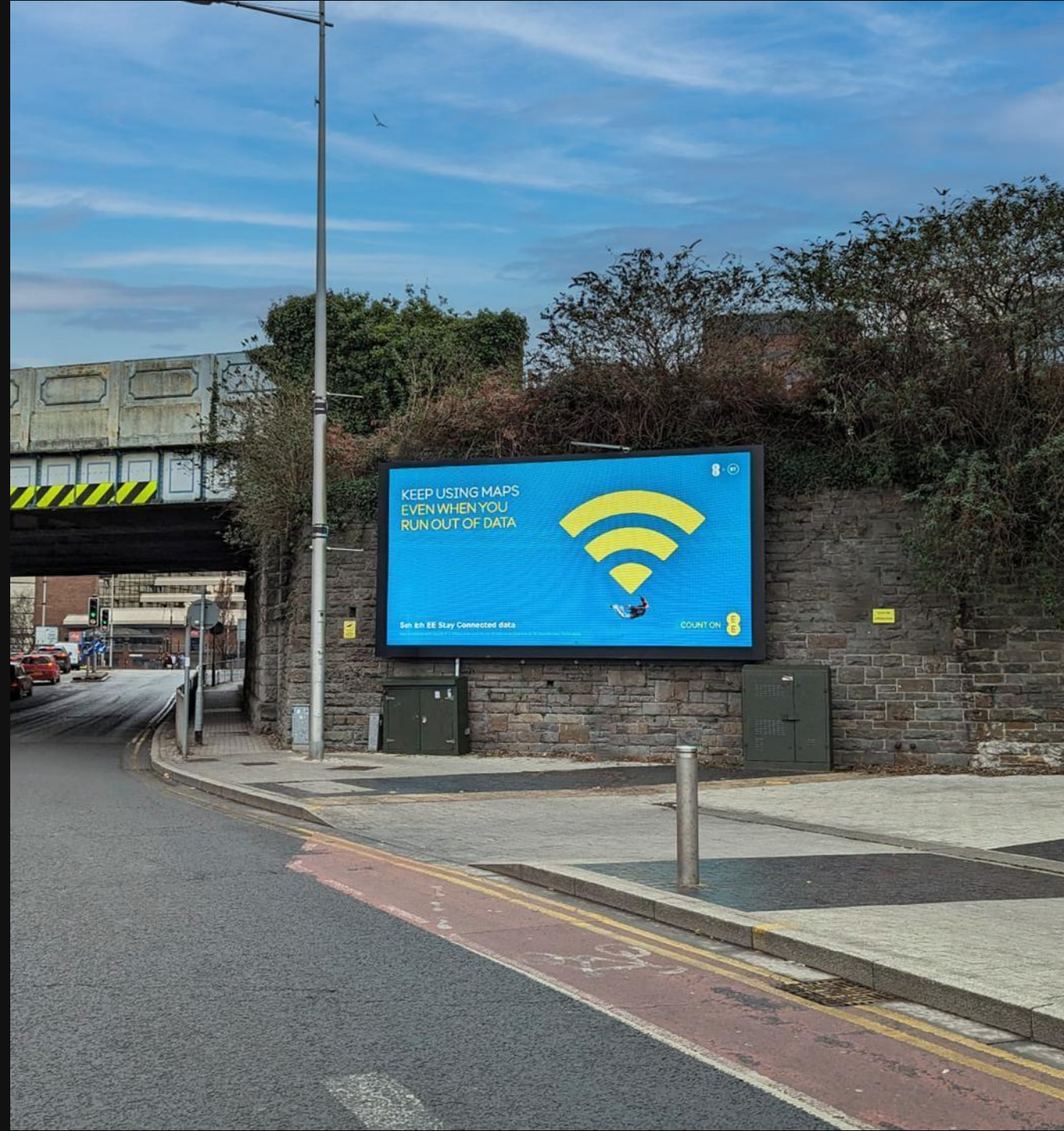
This site reaches an estimated **109,200 people per week.**



ADAM STREET.

Our Adam Street D48 is located on one of the main roads into Cardiff for traffic entering from Cardiff Bay and the vale. The traffic lights provide ample dwell time for reaching audiences on their way to St David's 2 shopping centre and Cardiff International Arena, as well as being placed directly outside the University of South Wales – perfect for reaching students.

This site reaches an estimated 252,792 people weekly.



CHURCHILL WAY.

Our static 48 sheet on Churchill Way is in the centre of Cardiff City, a perfect opportunity to maximise your campaign reach. The site is located next to the Utilita Arena, a highly pedestrianised area during events.

With traffic light placement on the approach from Adam Street, it also offers high dwell time for vehicles heading to the St Davids Shopping centre.

This site reaches an estimated 16,030 vehicles per week.

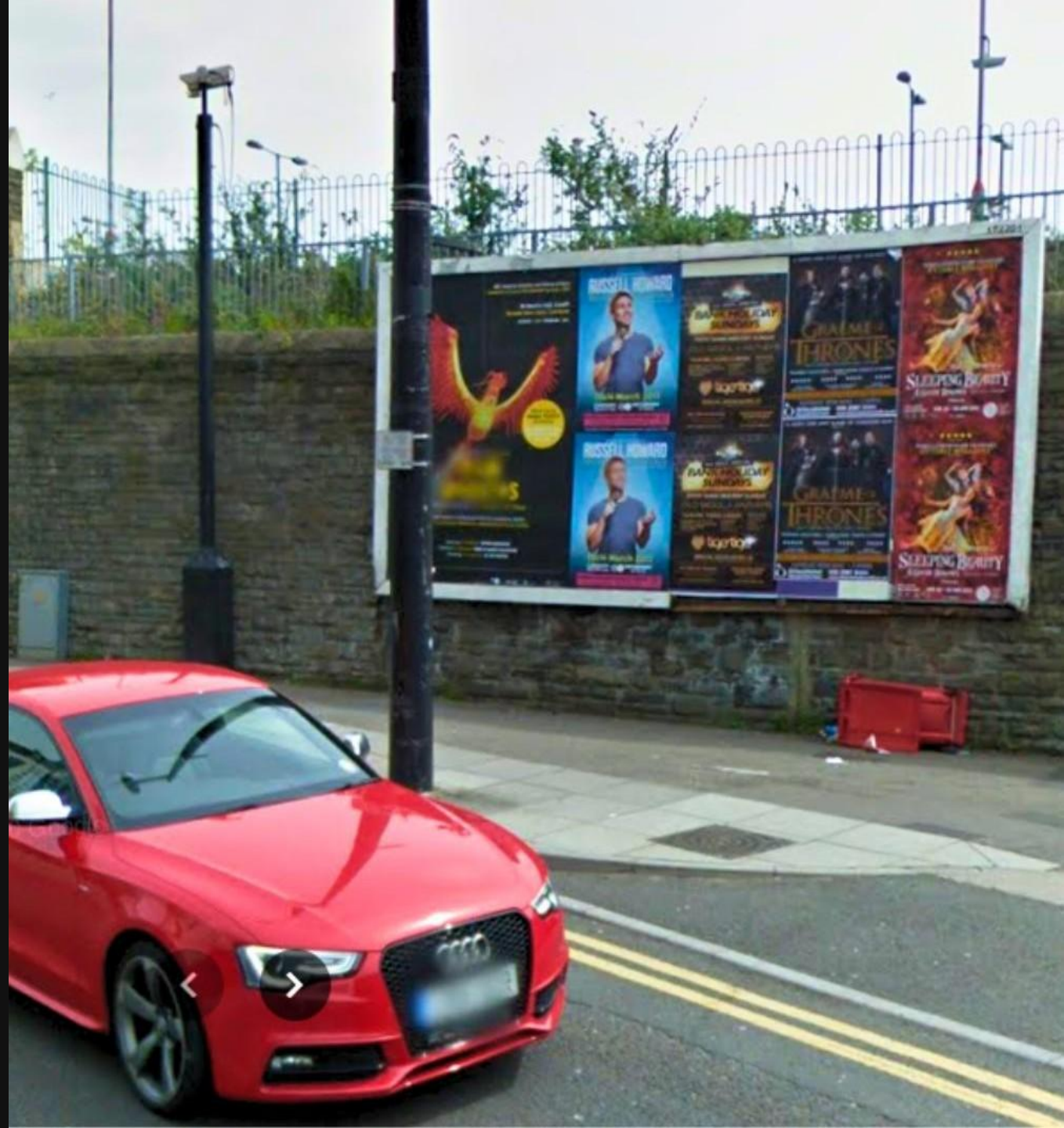


STATION TERRACE.

An exit off Newport Road, Station Terrace is a key route into Cardiff City Centre. Our static 48 sheet is strategically placed on this road, which offers high dwell times from a number of traffic lights.

This site reaches pedestrian and vehicular traffic travelling in and out of the city, a great opportunity to target a large, diverse audience.

The site reaches an estimated 103,250 vehicles weekly.



HERBERT STREET.

Our static 48 sheet on Herbert Street reaches both vehicular and pedestrian traffic entering and exiting the city centre. Its location makes it a great opportunity to advertise to a large, on the move, audience.

The road is also a key route to Cardiff Central Station, the largest railway station in Wales.

This site reaches an estimated 53,782 vehicles per week.



WESTERN AVE.

Our backlit D48 on Western Avenue is a great way to attract a large audience of commuters. It's also the primary road heading towards Cardiff Metropolitan University, the second largest university in Cardiff.

This site reaches an estimated 107,611 vehicles per week.



CORBETT ROAD.

We have a static 16 sheet on Corbett Road Bridge in Cathays. This site targets both vehicular and pedestrian traffic and is situated in a highly populated student area.

This site reaches an estimated 9,781 vehicles per week.



THREE ARCHES BRIDGE.

We have 4 static panels on Heathwood Road, maximising the exposure of your message. This site is in close proximity to both Heath High- and Low-Level railway stations and the Three Arches pub.

The road is also a main route to Cardiff Golf Club and the University of Wales Hospital, a keyway to advertise to substantial traffic.

This site reaches an estimated 104,498 people per week.



SANATORIUM RD.

Situated near Capital Shopping Park and Canton RFC, both our static 48-sheets on Sanatorium Road are a great opportunity to capture the attention of both shoppers and sport fans.

This site reaches an estimated 10,209 vehicles per week.



FIDLAS ROAD.

Our double panel 48-sheets on Fidas Road are situated near Cardiff Lifestyle Shopping Park and Llanishen railway station.

This site reaches an estimated 15,456 people per week.



FIDLAS RD BRIDGE.

Located in Llanishen, we have a static 48-sheet facing oncoming traffic on Fidas Road Bridge. This site is located near Cardiff Lifestyle Shopping park, targeting vehicles travelling to the retail park.

An estimated 14,622 vehicles per week are reached.



LAKE ROAD.

Reach pedestrian and vehicular traffic with our static 48 and portrait 16-sheet on Lake Road. This site is situated on a roundabout in between Heath High and Low-Level railway stations and near Roath Park, a popular destination for Cardiff residents.

This site reaches an estimated 6,329 vehicles per week.



LLANELLI

LLANELLI M4.

Located on the main route into Llanelli from the M4, our digital 48-sheet sits on the A4138, within a 5-minute drive of; Parc Pemberton and Trostre Retail Parks, Parc y Scarlets, Prince Phillip Hospital and Llanelli town centre.

The range of audiences passing this site is huge; from retail customers and business owners to sports fans. This site reaches an estimated 209,952 people per week, with 135,000 weekly visitors to Trostre Retail Park and over 430,000 people living with a 30-minute drive.



SANDY ROAD.

Located on a key route into Llanelli from Burry Port and Pwll, our D48 screen sits on the A484, within a 6-minute drive of; HYVE Gym, ASDA Llanelli Supercentre, ODEON, Llanelli Railway Station and the Central Square.

This site reaches a range of individuals, from retail shoppers, commuters, those staying at hotels and sports fans. A great opportunity to get your message to a range of consumers with a weekly vehicle count of 84,882.



SWANSEA

414 CARMARTHEN ROAD.

We have a D48 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.

The site has a weekly vehicle count of 163,121.



1099 CARMARTHEN ROAD

Our D48 on Carmarthen Road 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."

Estimated weekly reach of **163,121** individuals.



NEATH RD EMBANKMENT.

We have a D48 on Neath Road, situated next to the Swansea.com stadium and Morfa Retail Parc.

This location offers a great opportunity to target a large audience of sport fans and shoppers attending the area.

The site has a weekly vehicle count of 95,680.



NEATH

NEATH ROAD.

Our double panel static 48-sheet in Neath faces oncoming traffic heading southbound through Britton Ferry.

The A474 is heavily used by vehicles coming to and from Baglan, Port Talbot and Neath while also connecting onto Wales's primary motorway, the M4.

This sheet is a great opportunity to advertise to residents and daily commuters, with an average weekly vehicular count of 37,234.



WREXHAM

WREXHAM MEGA 6.

Targeting visitors entering and passing the shopping centre car park, we have a large format portrait Mega 6. This prime location allows your brand to engage directly with shoppers and commuters as they navigate the area.

This screen is double-sided and reaches an average of 410,970 people per week, maximizing your exposure.

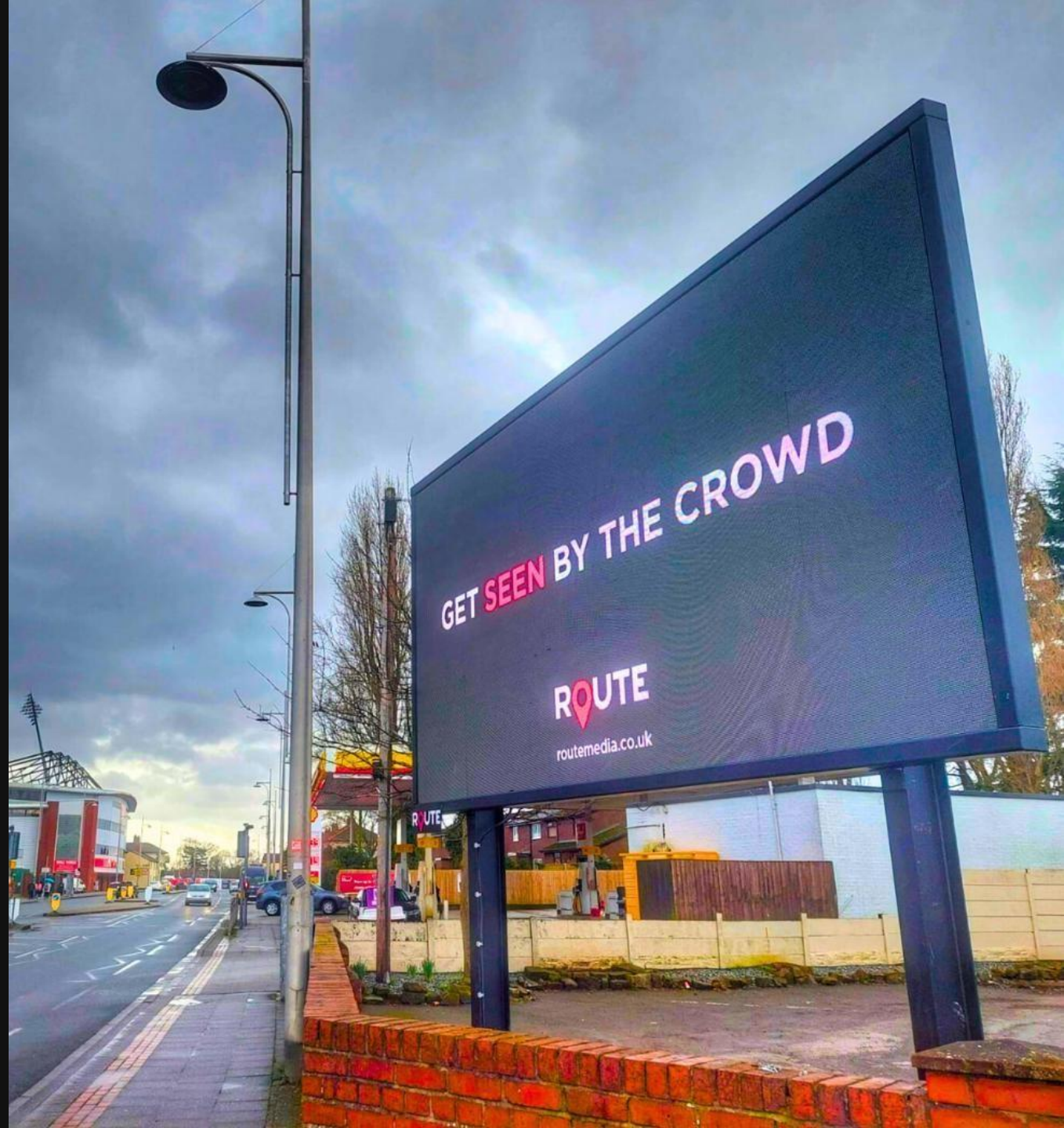
ROUTE



WREXHAM D48.

In a prime location with thousands of visitors to an ever-growing fandom of Wrexham AFC, a large university, and several retail parks, our D48 screen guarantees high footfall traffic.

This site reaches 100,000 people per week.



WREXHAM 48.

Situated near Wrexham Central railway station and Island Green Retail Park, our static 48-sheet on Pentre Felin is key to capturing a North Wales audience.

The site is also in proximity to Wrexham City Centre, a highly pedestrianized area that is home to national brands such as CEX, Odeon, New Look and Sports Direct.

This site reaches an estimated 13,936 vehicles per week.



NEWPORT

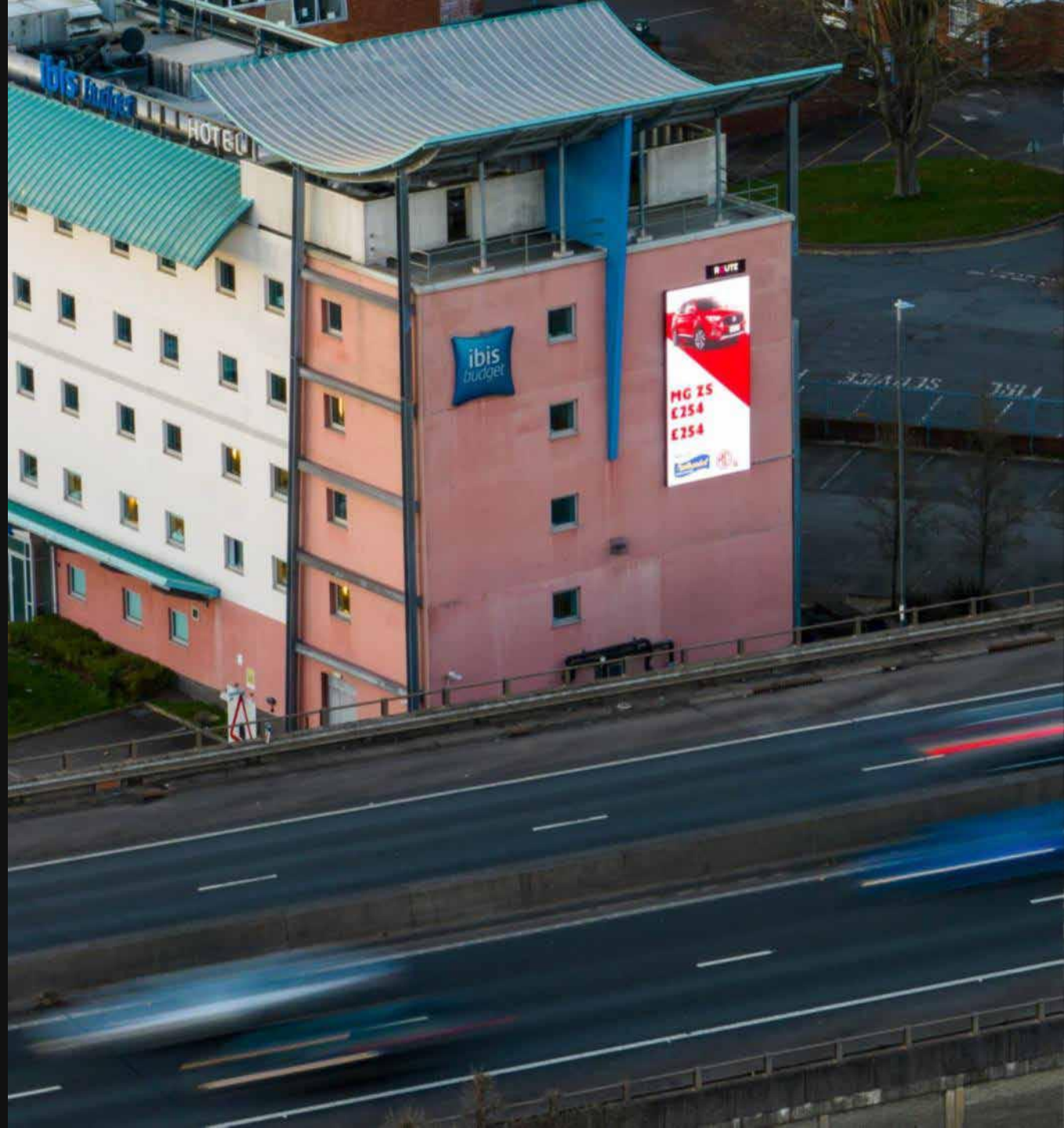
NEWPORT M4.

Located on the M4 between J26 and J25, which is dubbed 'the most congested stretch of inner-city motorway outside the M25 in London'. The site benefits from high dwell times and 600,000 vehicles pass the site weekly!

Sitting in an elevated position facing both carriageways, our premium M4 Super 6, portrait screen is ideal for reaching audiences as they exit and enter the Brynglas Tunnels.

Both Cardiff and Bristol airports are within an hour's drive of Newport, meaning this key route in Wales will reach a diverse audience including commuters in rush hour and tourists travelling to the airports.

This site reaches 595,344 people weekly.



BLACKWOOD.

Our static 48 sheet on Sir Ivor's Road is facing oncoming traffic heading towards Pontllanfraith. The road also exits towards Blackwood, heading through its High Street.

A former mining town, the area offers diverse retail and local trade attracting a large audience of shoppers.

This site reaches an estimated 2-week audience of 110,000.



CWMBRAN.

Our static 48 sheet on Llantarnam Road faces oncoming traffic heading into Cwmbran. The road serves traffic heading to the 'Cwmbran Centre', a retail park that features national brands Dunelm, Krispy Kreme, River Island and Starbucks.

This site reaches an estimated 2-week audience of 25,000.



ABERDARE

RAILWAY EMBANKMENT.

Located on Harriet Street, our static 48-sheet is strategically placed on an exit onto the A4059, the main route serving the South Wales Valleys.

The road travels through Hirwaun, Penywaun, Aberdare, Cwmbach, Mountain Ash and Pontycynon.

This site reaches an estimated 5,934 vehicles weekly.



MERTHYR TYDFIL

COURT STREET.

Our Court Street static 48-sheet is situated on the entrance to Merthyr Tydfil railway station, a highly populated stop on the Valleys line.

The site is also situated near a Tesco Extra, making it a great opportunity to advertise your message to an influx of vehicular traffic.

This site reaches a weekly vehicular count of 65,223 vehicles.



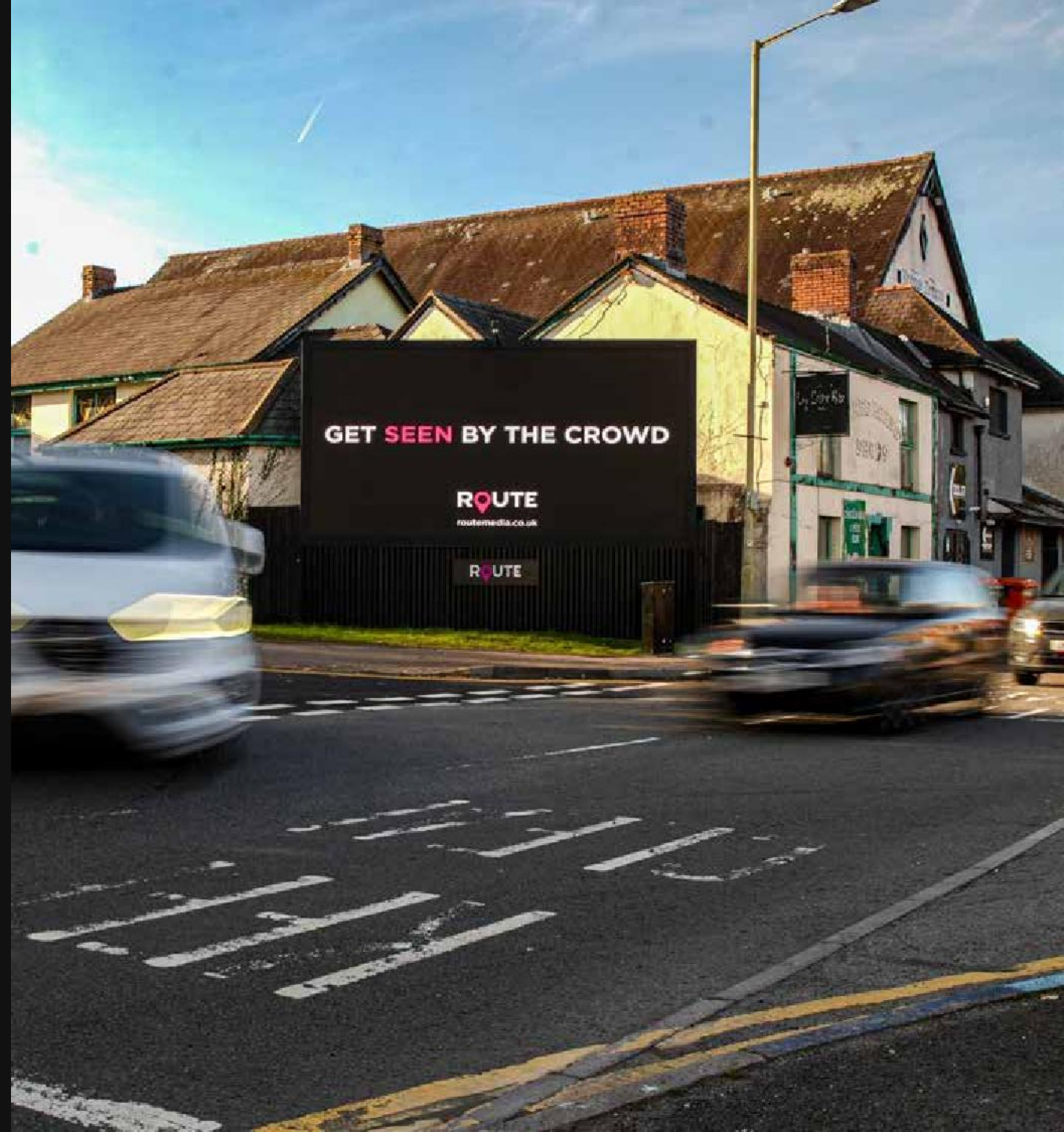
ABERDARE ROAD.

Our static D48 screen in Merthyr Tydfil is on a key road into the town centre and passes the Cyfarthfa Shopping Park.

The town is location to Merthyr Tydfil Railway Station, a key station on the South Wales Valley line used by many.

Cyfarthfa Shopping Park is home to several national brands; River Island, Marks & Spencer, H&M and Next making it a great opportunity to advertise your message.

This site reaches a weekly vehicular count of 80,115.



EBBW VALE

EBBW VALE

Located in the heart of Ebbw Vale, our screen commands high-visibility in a busy retail and commuter corridor.

With prominent positioning along the A4046/Inner Bypass - a key route through the town centre - it delivers premium exposure to both local audiences and passing traffic.



YSTRAD MYNACH

LEWIS ROAD.

Static 48-sheet located on the A472 faces oncoming traffic heading towards Ystrad Mynach and Hengoed.

The site is also located next to Ystrad Mynach railway station, a stop on the Valleys network.

The estimated weekly vehicular count is 81,050.



PONTYPRIDD

UPPER BOAT.

Our 48-sheets are located on the busy Upper Boat roundabout in Pontypridd. Situated just off the A470, the sites are in close proximity to Treforest Industrial Estate and Midway Retail Park, making them the perfect location for targeting the general public and a trade audience.

We have three static 48-sheets and two digital-48 sheets. Our digital sites are facing traffic entering and on the roundabout.

The five sites receive over 246,000 impacts per week.



UPPER BOAT.

Our 48-sheets are located on the busy Upper Boat roundabout in Pontypridd. Situated just off the A470, the sites are in close proximity to Treforest Industrial Estate and Midway Retail Park, making them the perfect location for targeting the general public and a trade audience.

We have three static 48-sheets and two digital-48 sheets. Our digital sites are facing traffic entering and on the roundabout.

The five sites receive over 246,000 impacts per week.



TONTEG ROAD.

Located near Treforest Industrial Estate, our static 48-sheet is a great opportunity to advertise to a vehicular audience.

The estate is home to a range of national brands; Nando's, Costa and Tenpin Bowling.

An estimated 17,126 vehicles are reached per week.



RHONDDA ROAD.

Located on the A405, our static 48-sheet is facing oncoming traffic heading into Pontypridd.

Pontypridd railway station is also in close proximity, a highly populated stop on the Valley line from Cardiff Central.

This site reaches an estimated 145,101 vehicles per week.



CAERPHELLY

PONTYGWINDY.

Our digital 48 screen in Caerphilly is situated next to Caerphilly Castle, a popular tourist attraction, receiving between 100 - 120,000 thousand visitors per year (*Caerphilly Observer*).

This site is a prime opportunity to target a variety of large audiences that attend the castle, alongside Caerphilly residents and commuters.

The site reaches an estimated 2-week audience of 105,000.



NEWPORT ROAD.

We have two prominent 48-sheets on Newport Road, strategically positioned to face both directions of traffic. This road is the primary route into Caerphilly and heads towards Caerphilly Castle, the largest Castle in Wales.

The site reaches an estimated 2-week audience of 100,000 vehicles.



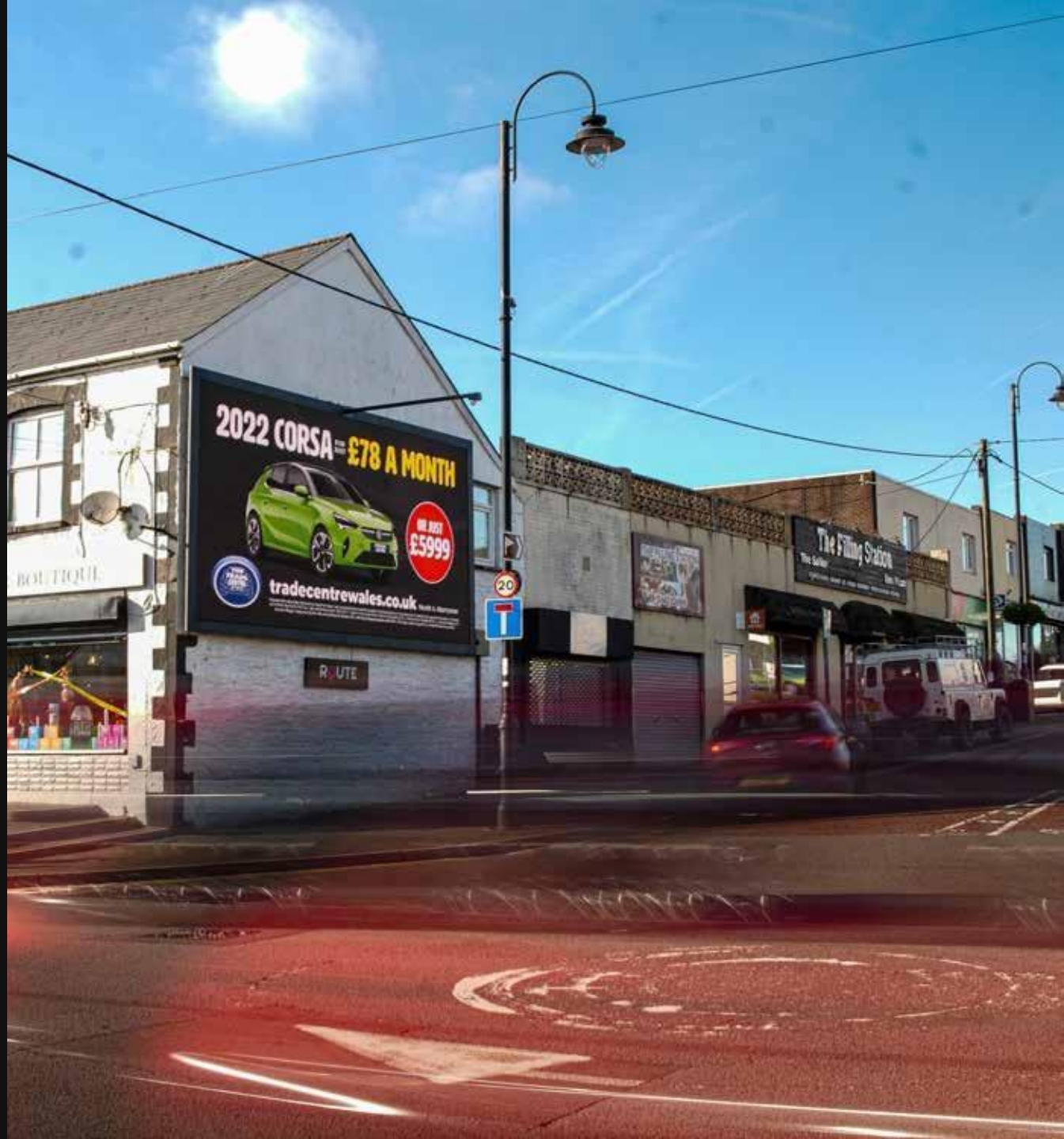
PONTYCLUN

TALBOT GREEN.

Positioned prominently on a roundabout on Talbot Road, our D48 screen captures attention from all directions. This site is conveniently located next to 'Talbot Green Shopping Park', a popular destination that features well-known brands such as Nandos, New Look and Marks & Spencer.

With a 24-hour PureGym nearby, the area ensures a steady flow of traffic, making this site an excellent advertising opportunity.

This site reaches an estimated 2-week audience of 117,000.



PONTYCLUN.

Our Mega 6 sheet is located on the busy A4222 on the Northbound approach to Pontyclun from Cowbridge.

The site is in a prime location with an average weekly traffic count of 86,968 Vehicles.



PONTYCLUN

Our 2 x 16 sheets are located on the busy A4222 on the approach to Pontyclun.

The site is in a prime location with an average weekly traffic count of 86,968 Vehicles.



TONYPANDY

LLWYNPIA ROAD.

Our large format digital screen in Tonypany is located on the busy A4058 on the Northbound approach to the traffic lights at Salem Terrace and the B4223, near the old magistrate's court.

The site is located on the main route from Asda Tonypany, and on the approach to Llwynpia train station and Rhondda Hospital, reaching an estimated 181,092 vehicles per week.



LLANTRISANT

LLANTRISANT.

Our digital 48-sheet is located on the busy A4119 on the Northbound approach to Talbot Green and Llantrisant.

The site is located just off the M4 J34, with an average weekly traffic count of 266,980 vehicles.



MAESTEG

BETHANIA ST.

Our static 48-sheet on Bethania St is near Maesteg Railway Station, a key destination on the South Wales Valley line. This road is also a main route into the town centre, home to 3 large supermarkets and numerous pubs and restaurants.

This site reaches 64,015 vehicles per week.



#RIGHTROUTE

ROUTE