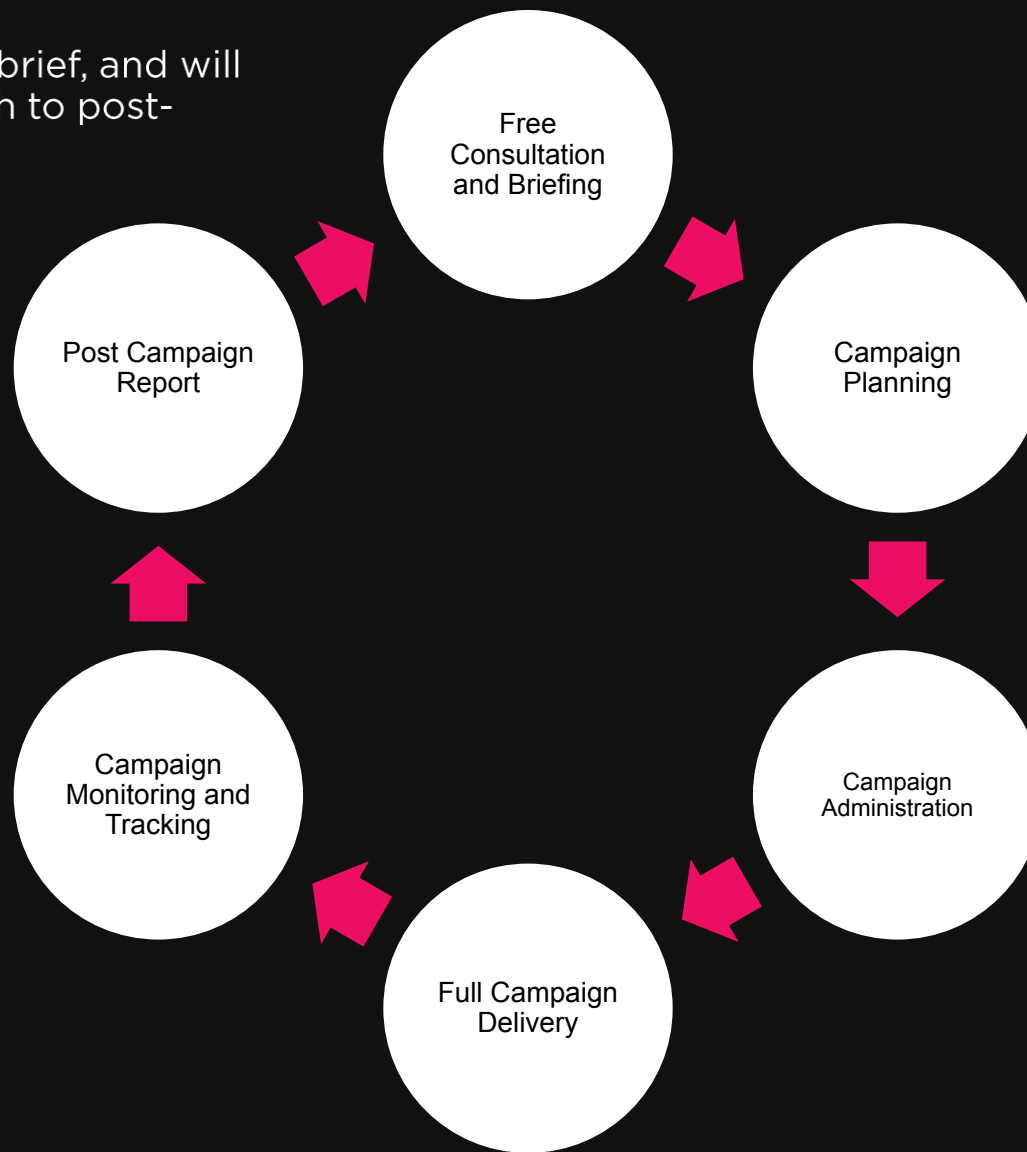


The background is a solid black field. It is populated with various white geometric shapes: circles of different sizes, some with concentric inner circles, and horizontal bars of varying lengths. Interspersed among these are five red location pin icons, each with a black dot at its center. The overall composition is abstract and modern.

NORTHERN IRELAND

OUR PROCESS.

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



SYDENHAM BYPASS.

Our **Digital 96-sheets and Static 48 sheets** are located on Sydenham Bypass, the main route from Belfast City Airport into the City.

The site has an average traffic count of **831,600 vehicles per cycle.**

ARTWORK SPEC-

D96
3072 x 867px

Static 48 sheet
Overall Size: 6096mm x 3048mm
Display Area: 6010mm x 3010mm
Safe Area: 5946mm x 2948mm



ALBERTBRIDGE ROAD.

Strategically placed along the busy Albertbridge Road route, our three static **48-sheets** deliver high-frequency exposure and strong visual impact to both inbound and outbound traffic, with a D48 screen currently in planning.

Reaching a diverse audience of daily commuters, local residents and city-bound travellers, this cluster offers reliable repetition and message reinforcement in one of Belfast's key movement corridors.

This site reaches over **396,000** vehicles per cycle.



MOBILE MEDIA.

Looking to reach audiences in a different location? Our mobile media formats will be perfect for you.

Digivans

Our Digivans are perfect for catching your audience's eye! Great for covering multiple locations per day, across the UK.

Key Benefits and Package

- Great for reaching locations without digital out-of-home options, or for reaching specific audiences.
- Estimated daily reach: **37,600** (dependent on location.)
- Static and video copy depending on van location.



#RIGHTROUTE

ROUTE