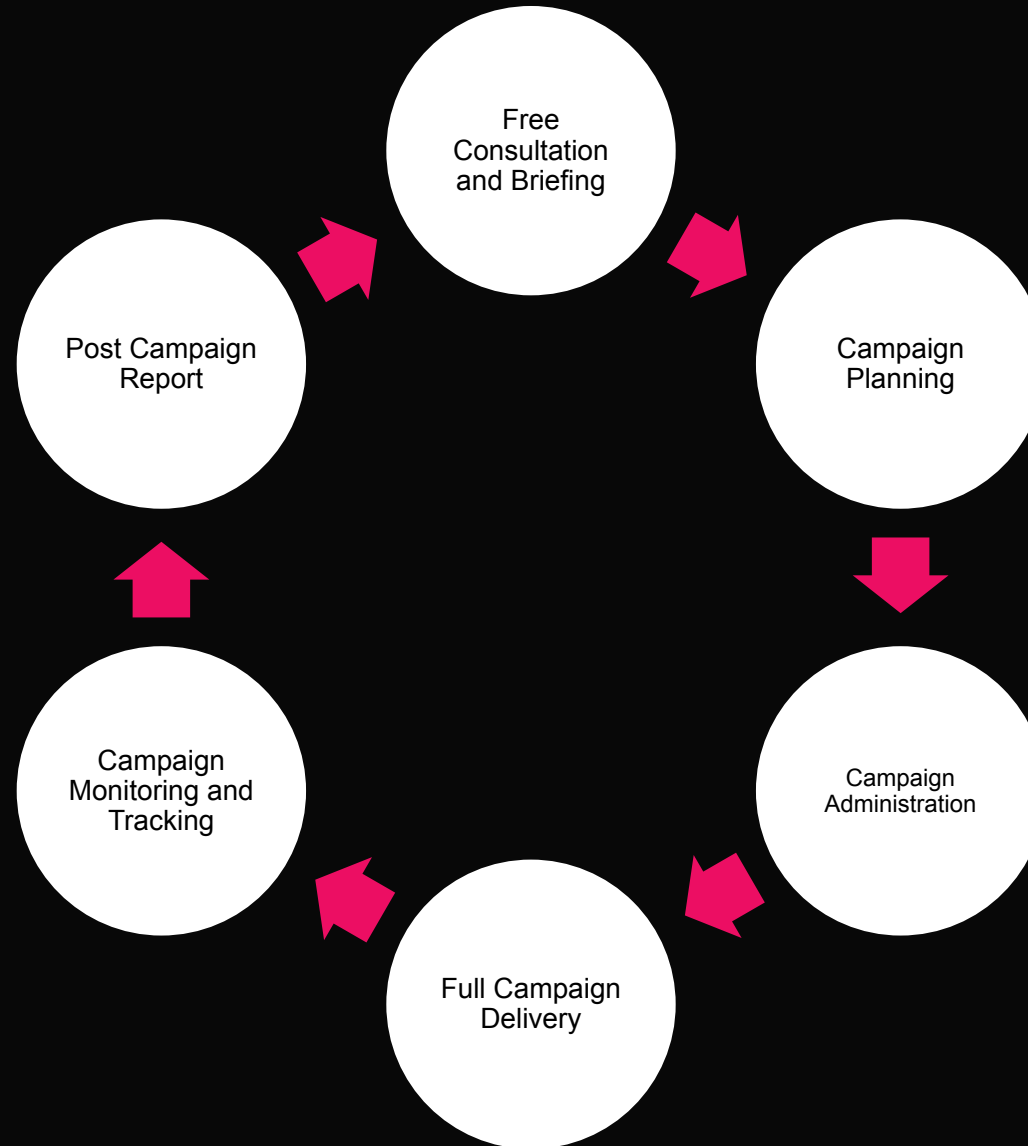




SWANSEA

OUR PROCESS.



ROUTE

SWANSEA

NEATH

414 CARMARTHEN ROAD - SWANSEA.

Our **D48** on Carmarthen Road is located on 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.

Estimated weekly reach of **61,367 individuals**.



1099 CARMARTHEN ROAD - SWANSEA.

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 **36,538 individuals.**



NEATH ROAD - SWANSEA.

Just under 2 miles from the city centre, our **D48** on Neath Road is positioned on route to Swansea Morfa Retail Park.

A popular destination for shoppers, it offers a range of top retailers and dining options, increasing the exposure of your message.

Home of Swansea City Football Club, the park also houses the Liberty Stadium, a major local landmark attracting large crowds for football matches and events throughout the year.

Estimated weekly reach of **105,624 individuals.**



FABIAN WAY - SWANSEA.

"Positioned on one of South Wales' busiest commuter routes, our Fabian Way digital **48 screen** captures the attention of thousands of drivers every day heading outbound out of Swansea city centre, the SA1 Waterfront, and Swansea University's 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 **42,493 people per week.**

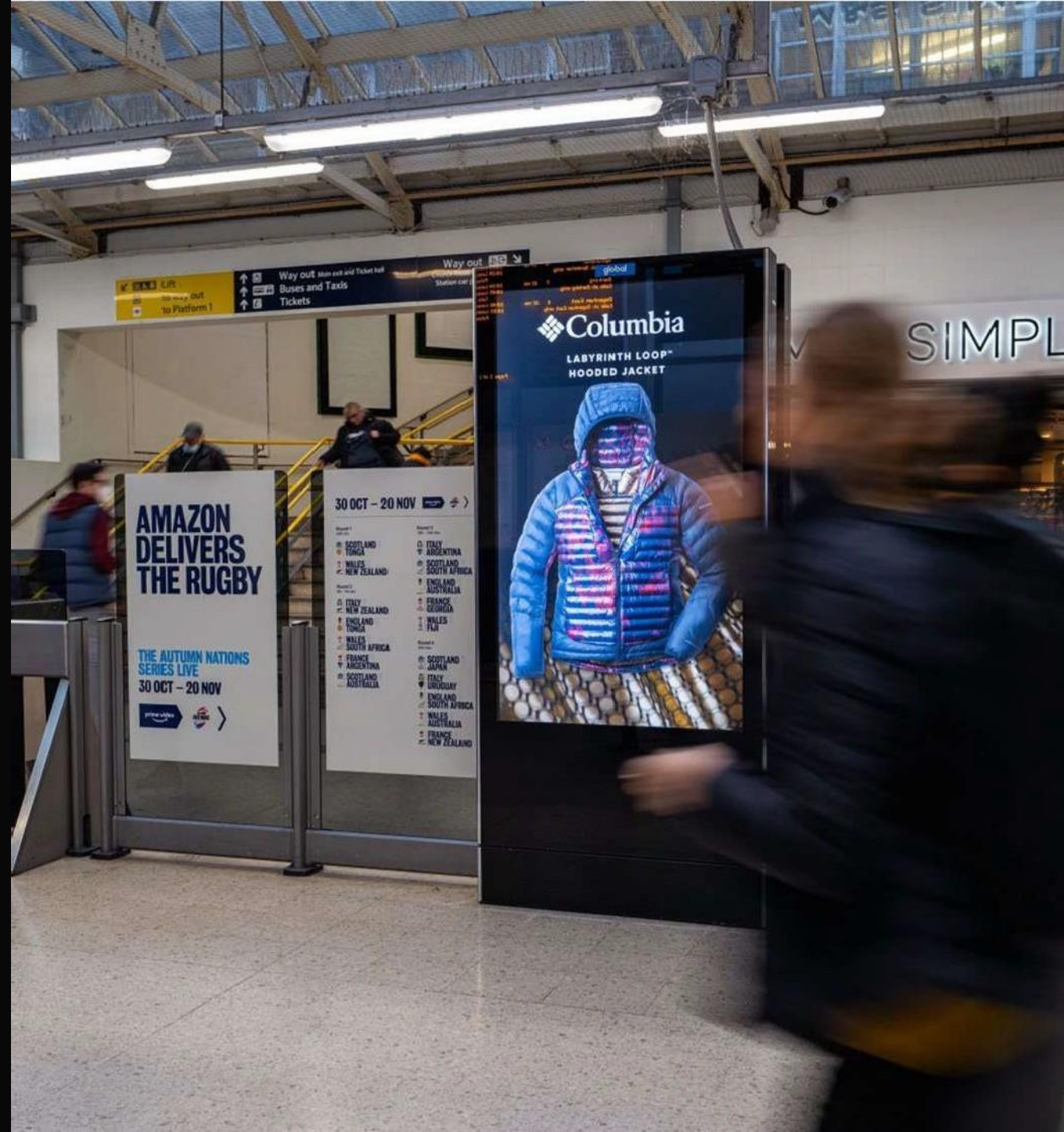


SWANSEA RAIL.

Our Swansea rail network is ideal for reaching commuters in the city. We have a range of **4 and 6 sheets** plus **floor vinyl** to maximize your campaign. The network has an estimate 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 WHSmith's that increases dwell time.
- Transport for Wales undertook improvements at the station, including a re-brand and refurbishing facilities for the ease of the consumer.
- Third busiest station in Wales (2021/2022)



SWANSEA BUS D48.

Swansea bus station 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.

The station has 20 stands for local bus services with three more serving national coach services.

Our inventory includes a **digital 48-screen which can play motion copy.**

The screen has an estimated **weekly reach of 498,000 individuals.**



SWANSEA BUS D6.

Swansea bus station 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.

The station has 20 stands for local bus services with three more serving national coach services.

Our inventory includes a **D6's** situated at the entrance to the Quadrant Shopping Centre and exit towards Tesco Extra.

The network has an estimated weekly reach of **498,000 individuals.**



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 individuals.**





SWANSEA ARENA D6.

Swansea Arena is a premium advertising space located in the heart of the new Corp Bay development.

Positioned within the arena, the screen attracts attention from a diverse and engaged audience, including event-attendees, tourists and locals exploring the entertainment.

With events and performances regularly occurring at the arena, along with steady foot-traffic from the surrounding area, the location is a prime opportunity to reach the masses.

The screen has an estimated weekly **reach of 521,153 individuals.**



HIGH STREET CAR PARK D6.

Directly adjacent to Swansea Railway Station, our **D6** is positioned in the High Street Car Park. This is a high traffic spot that ensures your brand is seen by a diverse and engaged audience, both local and from further afield.

Estimated weekly reach of **412,580 individuals**.



QUADRANT CAR PARK D6.

Swansea Quadrant car park is situated off Oystermouth Road, the main entrance into the city centre.

The multi-story is attached to Swansea Bus Station and serves customers of the Tesco Extra opposite.

Our **D6 Screen** is strategically located inside, providing the opportunity to advertise to consumers on-the-go.

The screen captures the attention of both local residents and visitors, ensuring that your message resonates with a broad and varied demographic.

Estimated weekly reach of **reach of 521,153 individuals.**



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



PEDESTRIAN
EXIT



BLG

#RIGHTROUTE

ROUTE