

Tailored Advertising Solutions



Out of Home Advertising Media Deck 2025

The Out of Home Media Consultants

6-Sheet Bus Shelters

- Panels located on major arterial routes
- Can pick key locations for proximity search
- Static and Digital sites available
- Backlit for 24 hour viewing
- Media rates from £330+vat per 2 weeks (static panel)
- Digital site rates POA



D6 Screens: Malls & Supermarkets

- Panels available in key shopping locations
- Highly visible well positioned sites that stand out from the crowd
- Supermarkets: **Tesco**, **Sainsburys**, **Waitrose** & **ASDA**
- High dwell time within Supermarkets and Shopping Malls
- Supermarket Media Prices start from £800+vat per 2 weeks
- Shopping Mall Media Prices start from £1,110+vat per 2 weeks



Large Format Billboards

- Unmissable traditional format
- Targeted location for proximity search
- Book Single or multiple sites
- Static & Digital sites available
- Media Costs start from £420+vat per 2 weeks (static 48-sheet)



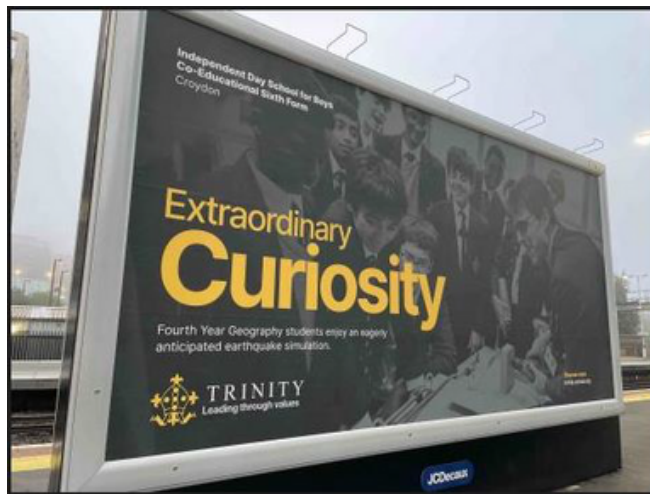
Rail: Ticket Gateways

- Book individual or multiple stations (over or underground)
- Great opportunity to hit a local population & commuters
- Eye Catching when entering or leaving a station
- Trackside or Concourse options
- Minimum booking term 4 weeks
- **Rate: POA** - varies on station grading



Rail Station: Poster Sites

- Book individual or multiple stations
- Great opportunity to hit a local population & commuters
- Panels located on the platforms, concourse or walkways
- Format type: 4, 6 & 48-sheet panels
- Static, HD, Digital and Premium panels available
- Prices Start from £200+vat per panel per 2 weeks
(based on a static 4-sheet panel at a regional station)



Taxi Advertising

- Great way of targeting a local audience in busy locations
- Iconic Mobile Advertising Ambassador
- Supersides (below window level, both sides): Media £325+vat pcm per taxi (min 3 months)
- Vinyl print for the Supersides (pair): £300+vat per taxi
- 1x Full taxi wrap (minimum 12 month booking), Tip Up Seats included Media £4,500+vat, Vinyl Wrap £1,500+vat



Washroom Media

- Great opportunity to advertise in a targeted location
- Washroom Panels available within Motorway Service Areas
- Rates: POA

Minimum spend applies



London Underground

- London Underground advertising opportunities provide you with the ability to engage with
- urban audiences when they work, shop & play.
- The Underground is a significant icon, with 5 million passenger journeys a day that connects
- you with the right audience.
- With a mix of dwell time & frequency sites there will be a format that works for you.
- Static & Digital sites available
- Rates: POA

Minimum Spend Applies



Bus Advertising

Drive awareness, raise your brand and reach audiences on a local and national level

- Streetliner (10/13ft framed side)
- Target audience: pedestrians
- Media price from £195+vat, per bus, per 4 weeks
- Lower/Super Rear (60"x 20" framed lower rear panel)
- Target audience: drivers & other road users
- Media price from £175+vat, per bus, per 4 weeks

Minimum Spend Applies



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Ad Vans

- **Backlit Ad van** (double sided)
- Media Cost: £600+vat per van
- Production Cost: £770+vat per set of posters
- Transport Cost: £165+vat
- **Digital Ad van + Electric vans**
- Media Cost: from £1,050+vat per day
- Production inclusive



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Ad Bikes

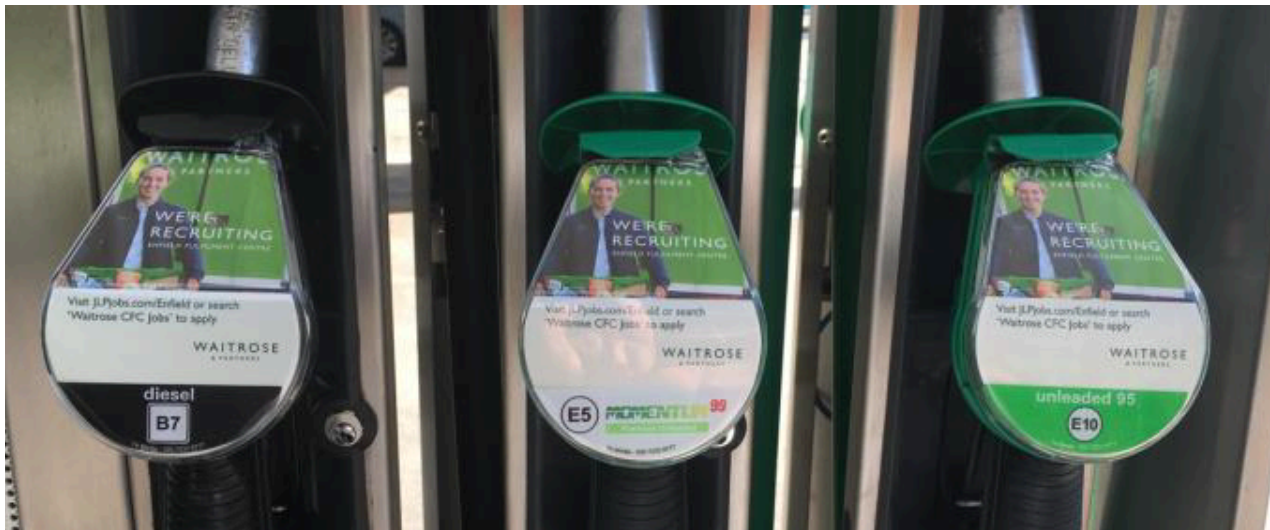
Ad Bikes are an eye catching advertising platform designed to work hard for you on the streets & within town centres, as they allow for you to get your message directly to your audience. They can be pushed, pedaled and positioned into key areas.

- Ad Bikes are double sided, with two 6-sheet posters (1.8x1.2m)
- Bikes are hired by the day and supplied with a rider. The rider can double up as a brand ambassador for your business, at no extra cost. The rider can wear branded clothing, hand out leaflets and product samples (supplied by you).
- Media Cost: £525+vat per bike per day
- Production Cost: £285+vat per set of posters
- Transport Cost: £165+vat



Fuel Nozzle Advertising

- Excellent opportunity to target a local population
- Forecourt exclusivity
- Media cost per forecourt, per 4 weeks:
- Roadside £480+vat
- Supermarket £730+vat
- Motorway Service Station £950 + vat
- Print/installation of 1 design inclusive (extra design: £75+vat)



Sandwich Bags/Pharmacy Bags/Beer Mats

- Targeted way of hitting a local community
- Great way to have fun with your creative
- Ability to book National, Regional or local level
- Rates: from £4,270+vat (25,000 beer mats)
- Rates: from £4,140+vat (30,000 bags)



Internal Train Panels

- Excellent way of targeting a commuting audience
- Long dwell time within a carriage
- Target specific network routes
- Overhead and Square panels
- Price dependent on coverage & panel quantities
- Rates: POA



Lamppost Banners

- Highly visible, double sided format positioned in busy areas
- Located on busy streets and main arterial routes
- Raised 2.4m above street level
- Printed on high quality, weather resistant material
- Rate: £400+vat per banner, per 4 weeks (print inclusive)



Cinema Advertising

- Freestanding D6 screens (P&D, Showcase, Empire, The Light)
- Integrated D6's Screens (VUE)
- Full motion, dynamic content
- 10" spot, 1 in 6 rotation
- P&D Estate: 26 x D6 screens across 24 venues
- VUE Estate: 776 x D6 screens across 59 venues
- Media/Prod Rate: from £700 per site, per 2 weeks

Minimum spend applies



ATM Advertising

- **Attract**
- 10 second loop to grab attention in between transactions
- Played prior to card being inserted
- **Interaction**
- 5 second loop plays video, stills or animation
- Played on the delivery of the cash
- plays several times
- **The 'Thank You'**
- Static screen at the end of each transaction
- Played as people take their card & cash
- Printed receipts with your brand
- Rates: POA



For more information, please get in touch

