

MOTORWAY
SERVICES
DIGITAL SCREEN
NETWORK

ELONEXTM

405 MILES
OF P8 HIGH DENSITY
LED STRIPS

ACCESS TO
BIG
AUDIENCE

32.7% OF ALL
TRAFFIC IN ENGLAND IS ON
MOTORWAYS

66

% OF ALL
HGV TRAFFIC
IS ON
MOTORWAYS

30x

DIGITAL
48 SHEET
SCREENS

30x
D6

SCREENS

30x

GONDOLA STRETCH

SCREENS



10.2
TONNES OF
COFFEE
BEANS USED PER YEAR
FROM ONE OUTLET

92%
AGREE

BILLBOARDS ANNOUNCE
NEW PRODUCTS &
SERVICES EFFECTIVELY



83%

AGREE THAT
BILLBOARDS
MAKE
BRANDS MORE
DESIRABLE

WEEKDAY AUDIENCES
PREDOMINANTLY
BUSINESS PROFESSIONALS
AND WEEKDAY FAMILIES



75%

OF DRIVERS STOP
AT A SERVICE STATION
FOR FOOD





30 LOCATIONS

FEATURING UNMISSABLE MULTI-FORMAT ADVERTISING SCREENS

INTRODUCTION TO THE NEW ELONEX MOTORWAY SERVICE AREA DIGITAL NETWORK

Advertise on the UK's newest Motorway Service Area Digital Network featuring 48 Sheet and 6 Sheet multi-format screens, to achieve unrivalled brand visibility and precise targeting of mass and clearly defined audiences.

Strategically positioned at high volume external (traffic) and internal (footfall) entry and exit points at UK Motorway Service Areas,

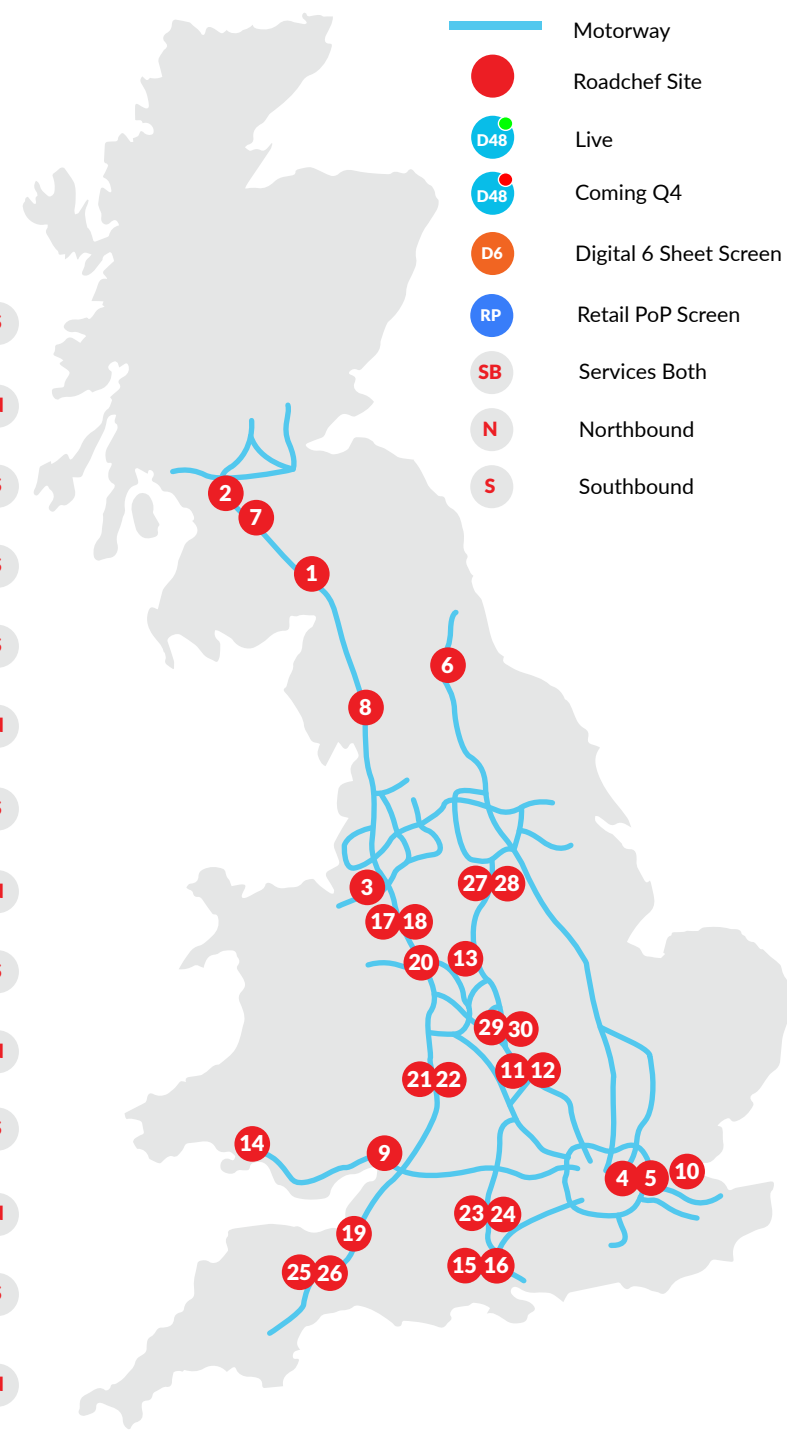
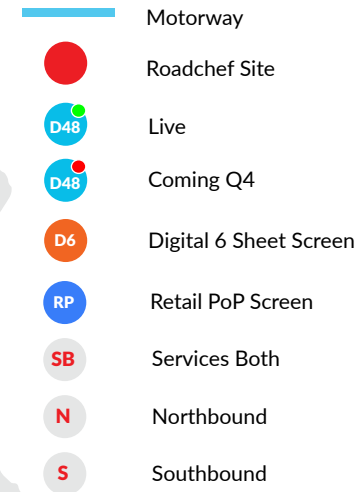
and featuring the very latest in Elonex P8 High Density LED visual technology, the Digital 48 Sheet and 6 Sheet screens in this new digital advertising **network dominate** the environment to effectively reach totally captivated audiences.

With over **a third of all UK traffic on motorways** at any one time and audience profiles determined by journey type and day of the week, book the Elonex Motorway Service

Area Digital Network as a national broadcast campaign or to target specific geographical areas, and position your brand where fully engaged consumers can't fail to see.



UK MOTORWAY NETWORK



1 Annadale Water A74 (M)(J 16) DG11 1HD	D48 D6 RP SB	16 Rownhams M27 (J 7/8) SO16 8AP	D48 D6 RP S
2 Bothwell M74 (J 4/5) G71 8BG	D48 D6 RP S	17 Sandbach M6 (J 16/17) CW11 2FZ	D48 D6 RP N
3 Chester M56 (J 14) CH2 4QZ	D48 D6 RP SB	18 Sandbach M6 (J 16/17) CW11 2FZ	D48 D6 RP S
4 Clacket Lane M25 (J 5/6) TN16 2ER	D48 D6 RP N	19 Sedgemoor M5 (J 21/22) BS26 2UF	D48 D6 RP S
5 Clacket Lane M25 (J 5/6) TN16 2ER	D48 D6 RP S	20 Stafford M6 (J 14/15) ST15 OXE	D48 D6 RP S
6 Durham A1 (M) (J 61/A177) DH6 5NP	D48 D6 RP SB	21 Strensham M5 (J 7/8) WR8 OBZ	D48 D6 RP N
7 Hamilton M74 (J 6/5) ML3 6JW	D48 D6 RP N	22 Strensham M5 (J 7/8) WR8 OBZ	D48 D6 RP S
8 Killington Lake M6 (J 36/37) LA8 ONW	D48 D6 RP S	23 Sutton Scotney A34 SO21 3JY	D48 D6 RP N
9 Magor M4 (J 23A) NP26 3YL	D48 D6 RP SB	24 Sutton Scotney A34 SO21 3JY	D48 D6 RP S
10 Maidstone M20 (J 8) ME17 1SS	D48 D6 RP SB	25 Taunton Deane M5 (J 25/26) TA3 7PF	D48 D6 RP N
11 Northampton M1 (J 15A) NN4 9QY	D48 D6 RP N	26 Taunton Deane M5 (J 25/26) TA3 7PF	D48 D6 RP S
12 Northampton M1 (J 15A) NN4 9QY	D48 D6 RP S	27 Tibshelf M1 (J 28/29) DE55 5TZ	D48 D6 RP N
13 Norton Canes M6 Toll (J 6/7) WS11 9UX	D48 D6 RP SB	28 Tibshelf M1 (J 28/29) DE55 5TZ	D48 D6 RP S
14 Pont Abraham M6 Toll (J 6/7) SA4 0FU	D48 D6 RP SB	29 Watford Gap M1 (J 16/17) NN6 7UZ	D48 D6 RP N
15 Rownhams M27 (J 7/8) SO16 8AP	D48 D6 RP N	30 Watford Gap M1 (J 16/17) NN6 7UZ	D48 D6 RP S



DIGITAL 48 SHEET RATE CARD

MOTORWAY NATIONAL PACKAGE

SCREEN QUANTITY | 25 SCREENS **LIVE** | 6m x 3.2m

ADVERT DURATION | 10 SECOND SLOT PER 1 MIN

AUDIENCE | ALL MOTORISTS

CAMPAIGN TIMINGS | 24 HOURS | 14 DAYS

RATE CARD | £70,000 | PER 2 WEEKS

PLANNING RATE | £50,000 | PER 2 WEEKS

BUSINESS & TRADE DOMINATION PACKAGE

SCREEN QUANTITY | 25 SCREENS **LIVE** | 6m x 3.2m

ADVERT DURATION | 10 SECOND SLOT PER 1 MIN

AUDIENCE | ROAD WARRIORS + BUSINESS & TRADE

CAMPAIGN TIMINGS | MON - FRI

RATE CARD | £57,325 | PER 2 WEEKS

PLANNING RATE | £41,250 | PER 2 WEEKS

FAMILY + RECREATION PACKAGE

SCREEN QUANTITY | 25 SCREENS **LIVE** | 6m x 3.2m

ADVERT DURATION | 10 SECOND SLOT PER 1 MIN

AUDIENCE | FAMILIES + LEISURE & SPORT

CAMPAIGN TIMINGS | FRIDAY PM - SUNDAY

RATE CARD | £32,125 | PER 2 WEEKS

PLANNING RATE | £22,925 | PER 2 WEEKS



DIGITAL 6 SHEET RATE CARD

MOTORWAY NATIONAL PACKAGE

SCREEN QUANTITY | 30 SCREENS **LIVE** | 9:16 PORTRAIT

ADVERT DURATION | 10 SECOND SLOT PER 1 MIN

AUDIENCE | ALL MOTORISTS

CAMPAIGN TIMINGS | 24 HOURS | 14 DAYS

RATE CARD | £7,950 | PER 2 WEEKS

PLANNING RATE | £5,676 | PER 2 WEEKS

BUSINESS & TRADE DOMINATION PACKAGE

SCREEN QUANTITY | 30 SCREENS **LIVE** | 9:16 PORTRAIT

ADVERT DURATION | 10 SECOND SLOT PER 1 MIN

AUDIENCE | ROAD WARRIORS + BUSINESS & TRADE

CAMPAIGN TIMINGS | MON - FRI

RATE CARD | £6,510 | PER 2 WEEKS

PLANNING RATE | £4,650 | PER 2 WEEKS

FAMILY + RECREATION PACKAGE

SCREEN QUANTITY | 30 SCREENS **LIVE** | 9:16 PORTRAIT

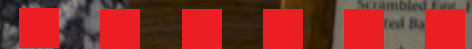
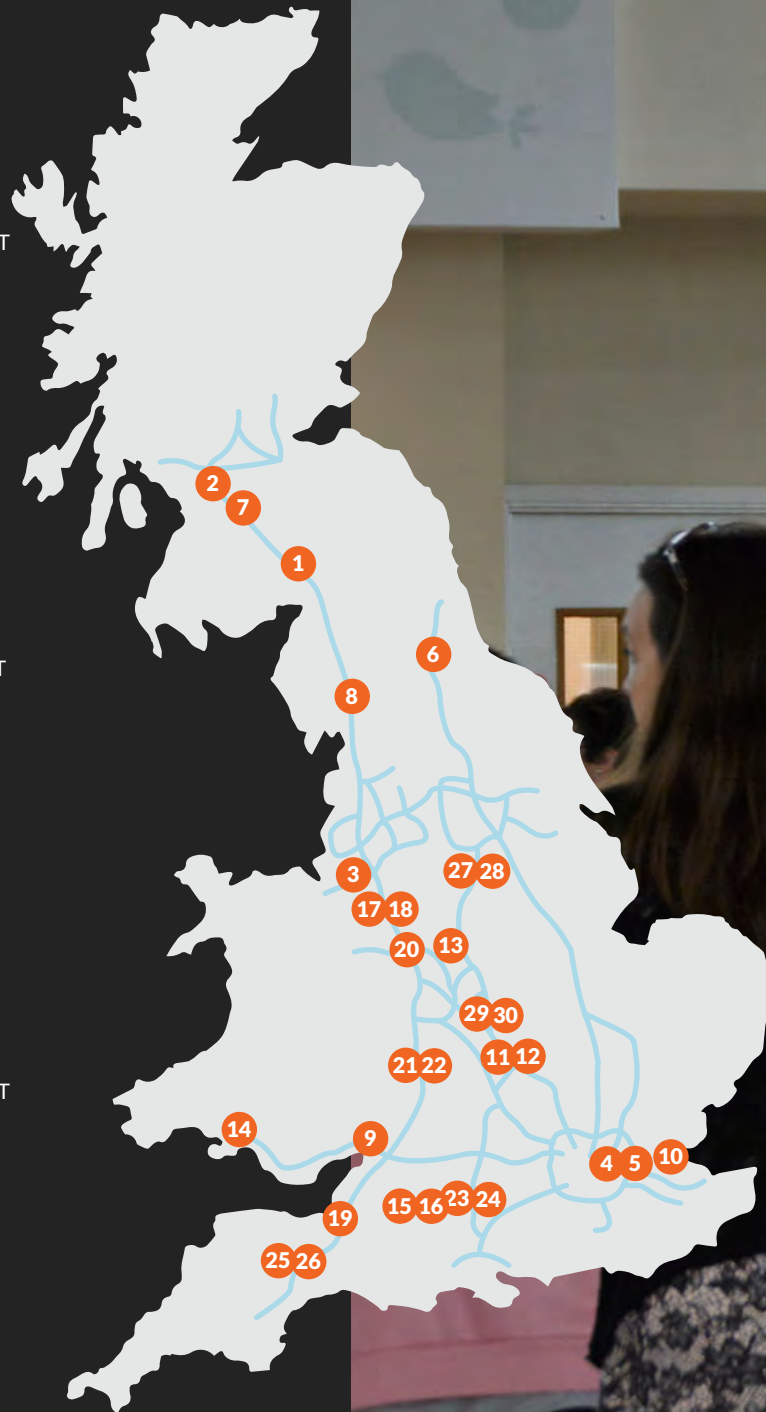
ADVERT DURATION | 10 SECOND SLOT PER 1 MIN

AUDIENCE | FAMILIES + LEISURE & SPORT

CAMPAIGN TIMINGS | FRIDAY PM - SUNDAY

RATE CARD | £3,648 | PER 2 WEEKS

PLANNING RATE | £2,650 | PER 2 WEEKS



RETAIL POP (POINT OF PURCHASE) RATE CARD

MOTORWAY NATIONAL PACKAGE

SCREEN QUANTITY | 30 SCREENS **LIVE** | 919.3mm x 258.5mm
ADVERT DURATION | 10 SECOND SLOT PER 1 MIN
AUDIENCE | ALL MOTORISTS
CAMPAIGN TIMINGS | 24 HOURS | 14 DAYS
RATE CARD | £7,950 | PER 2 WEEKS
PLANNING RATE | £ 5,676 | PER 2 WEEKS

BUSINESS & TRADE DOMINATION PACKAGE

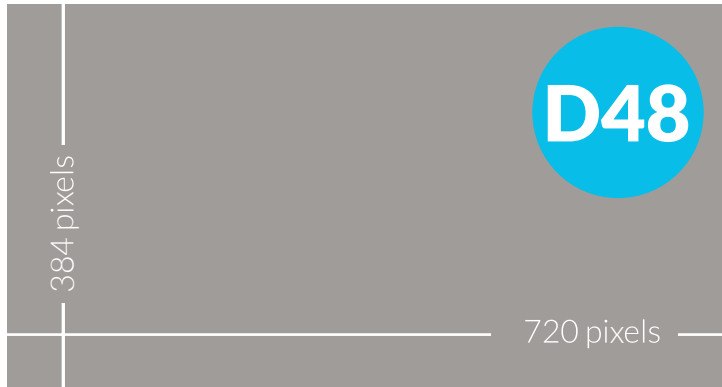
SCREEN QUANTITY | 30 SCREENS **LIVE** | 919.3mm x 258.5mm
ADVERT DURATION | 10 SECOND SLOT PER 1 MIN
AUDIENCE | ROAD WARRIORS + BUSINESS & TRADE
CAMPAIGN TIMINGS | MON - FRI
RATE CARD | £6,510 | PER 2 WEEKS
PLANNING RATE | £4,650 | PER 2 WEEKS

FAMILY + RECREATION PACKAGE

SCREEN QUANTITY | 30 SCREENS **LIVE** | 919.3mm x 258.5mm
ADVERT DURATION | 10 SECOND SLOT PER 1 MIN
AUDIENCE | FAMILIES + LEISURE & SPORT
CAMPAIGN TIMINGS | FRIDAY PM - SUNDAY
RATE CARD | £3,648 | PER 2 WEEKS
PLANNING RATE | £2,650 | PER 2 WEEKS



DIGITAL 48 SHEET



SCREEN SIZE: 6m x 3.2m



DIMENSIONS: 720 x 384 Pixels



FILE FORMAT: JPEG | PNG | MP4



DURATION: 10 seconds



DISPLAY TYPE: Subtle motion and Static



FILE COMPRESSION FORMAT: Zip



DIGITAL 6 SHEET



SCREEN SIZE: 16:9 Aspect Ratio



DIMENSIONS: 1080 x 1920 Pixels



FILE FORMAT: JPEG | PNG | MP4



DURATION: 10 seconds



DISPLAY TYPE: Full Animation and Static



FILE COMPRESSION FORMAT: Zip



RETAIL POP



SCREEN SIZE: 919.3mm x 258.5mm



DIMENSIONS: 1920 x 540 Pixels



FILE FORMAT: JPEG | PNG | MP4



DURATION: 10 seconds



DISPLAY TYPE: Full Animation and Static



FILE COMPRESSION FORMAT: Zip



ACROSS NETWORK SERVICES

TO DELIVER THE HIGHEST LEVELS OF CUSTOMER CARE, WE PROVIDE ALL OF THE SERVICES BELOW ACROSS OUR ENTIRE NETWORK



WHY DIGITAL OUT OF HOME?

- Digital Out of Home media has transformed the way we reach, engage and interact with consumers.
- Its versatile, dynamic and real time capabilities enable advertisers of all sizes to achieve amazing results by making a real impact where it matters, when it matters and on an exact audience.
- Brands of all sizes can reach, target and engage with multiple audiences.
- Its unique because it intercepts active consumers with highly targeted messages as they move through their day.

WHY ELONEX?

- 30 years technology industry experience.
- Over 200 registered patents.
- Our DOOH network includes 1567 LED screens across 96 locations, plus 9292 digital & static displays across UK Sport.
- The central region's largest network of roadside advertising screens, delivering over 296,911,627 impacts every month.
- Elonex operate a powerful Digital Out of Home advertising network, which stretches across multiple lifestyle environments to make it easy to precisely target, reach, engage & influence big number & clearly defined audiences.
- The Elonex digital network includes large format roadside LED advertising billboards, motorway service network multi format screens, digital screens at many of our best known sports stadiums, digital screens in shopping malls across the UK & digital screens at major entertainment venues.





ELONEX™

elonex.com



info@elonex.com



0121 270 8550

