

City Domination

Advertise on the
Birmingham Big Screens

ELONEXTM



DOMINATE BIRMINGHAM ON THE ELONEX BIG SCREENS

As the central region's most powerful Digital Out of Home network, the Elonex Birmingham Big Screens provide the ultimate in City Domination advertising.

Flexible and in real time, the Birmingham Big Screens enable fast and effective targeting of huge audiences, make it easy to deliver high impact brand messaging and drive integrated marketing campaigns right across the city.

Dominate Birmingham in the following locations...

STARLIGHTS

M5 JUNCTION 1

A38M

A38 ASTON EXPRESSWAY

ALBERT STREET

TYBURN ROAD

SPAGHETTI GATEWAY

BIRMINGHAM LIGHTS

BULLRING & GRAND CENTRAL

ARENA BIRMINGHAM

STARLIGHTS

B7 5SA

M6 SPAGHETTI JUNCTION

The super-size structure delivers over 4000 sq ft of digital advertising space and is located above the Star City entertainment complex adjacent to junction 6 of the M6, Spaghetti Junction. This landmark Digital Out of Home advertising site is known as Starlights, and creates an iconic backdrop to the landscape at the busiest motorway junction in Great Britain; Starlights is the most prominent digital outdoor advertising location in the central region.

❌ **SCREEN SIZE:** North: 20 × 5m

❌ **SCREEN SIZE:** South: 20 × 5m

📄 **FORMAT:** Digital, static

🕒 **DURATION:** 10 Seconds

DEMOGRAPHICS

2,709,549 AUDIENCE
IMPACTS PER FORTNIGHT

12,222,775 AUDIENCE AD
IMPACTS PER FORTNIGHT



M5 JUNCTION 1

B70 6BZ

Double sided with over-sized Mega screens, standing 30m high. Situated between Junctions 1 and 2 on one of the busiest stretches of motorway in the UK, Elonex Outdoor Media's roadside digital advertising screens are the largest on the entire M5. Targeting commuters traveling northbound towards the M6 and southbound towards the M42, these screens provide unique out of home advertising potential at a key travel location. Delivering over 11m audience advert impacts every fortnight, Elonex Outdoor Media's M5 advertising proposition is unmatched and allows forward thinking brands to precisely target a high volume audience in order to achieve major impact.

✂ **SCREEN SIZE:** North: 6 × 9m

✂ **SCREEN SIZE:** South: 6 × 9m

📄 **FORMAT:** Digital, static

🕒 **DURATION:** 10 Seconds

DEMOGRAPHICS

2,482,883 AUDIENCE
IMPACTS PER FORTNIGHT

11,134,144 AUDIENCE AD
IMPACTS PER FORTNIGHT



A38M B6 4TN

A brand new roadside Digital 48 Sheet HDR screen located on Thomas Street. The flyover is positioned to target high volume traffic on one of the UK's most notorious travel routes, and the first Digital Out of Home advertising site visible to Birmingham bound commuters when exiting the M6 at Spaghetti Junction and joining the A38(M) Aston Expressway to the City Centre.

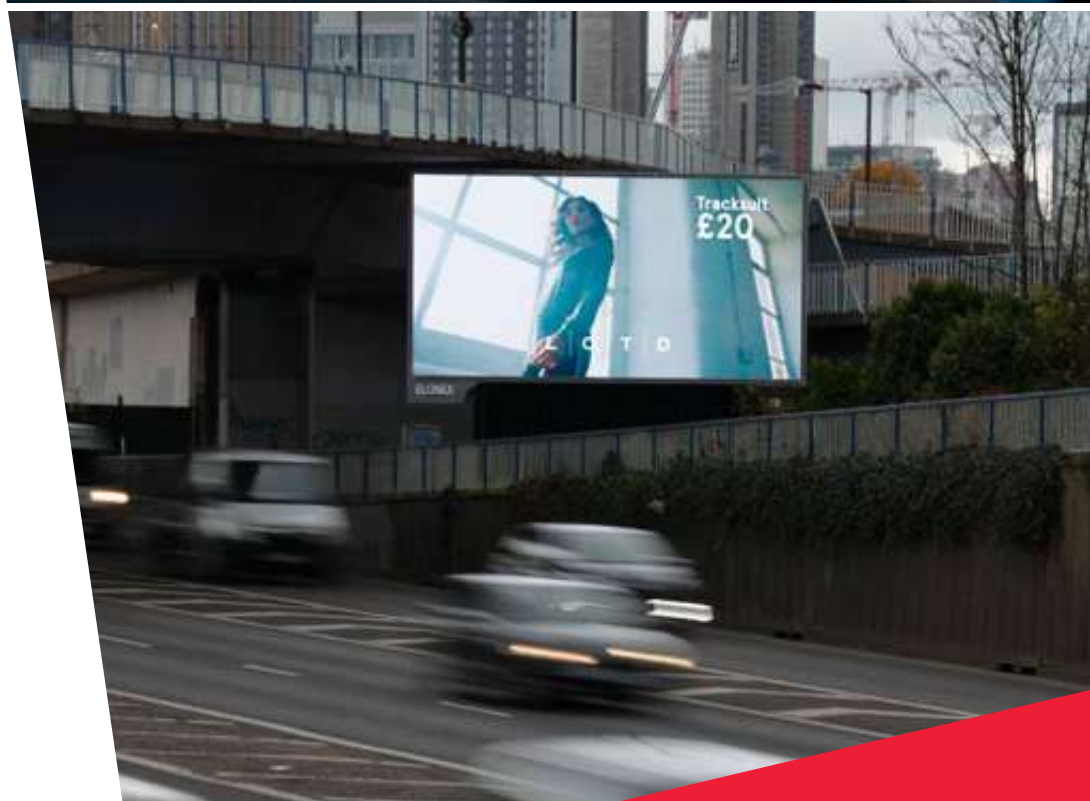
 **SCREEN SIZE:** 7.2 × 3.6m

 **FORMAT:** Digital, static

 **DURATION:** 10 Seconds

DEMOGRAPHICS

1,677,760 AUDIENCE
IMPACTS PER FORTNIGHT



A38 ASTON EXPRESSWAY

B6 4BA

The Aston Expressway, just half a mile from Birmingham's city centre, boasts the country's first seven lane motorway and is the main arterial route into, and out of, the city centre. Facing opposite directions, one screen is in clear view of inbound traffic, the other outbound. Both have the ability to show different advertisements at any one time, allowing for bespoke content, targeted directly at each traffic flow. Their elevated positions ensure good visibility.

❌ **SCREEN SIZE:** City bound: 5 × 7.5m

❌ **SCREEN SIZE:** M6 bound: 5 × 7.5m

📄 **FORMAT:** Digital, subtle motion

🕒 **DURATION:** 10 Seconds

DEMOGRAPHICS

1,818,348 AUDIENCE IMPACTS PER FORTNIGHT

8,490,384 AUDIENCE AD IMPACTS PER FORTNIGHT



ALBERT STREET

B4 7DS

Albert Street is located on the peripheral of Birmingham's inner-city centre, adjacent to the world's biggest Primark, close to Bullring Birmingham and within easy access of both New Street and Moor Street Stations.

Albert Street paves the way to Moor Street Queensway, the principal arterial route in and around the city, leading to all central locations as well as out of town towards the A38 and M6.

Targeting big audiences made up of shoppers, students and leisure seekers, Albert Street is a key location for brands to be seen in Birmingham.

 **SCREEN SIZE:** 6 × 3.2m

 **FORMAT:** Digital, subtle motion

 **DURATION:** 10 Seconds

DEMOGRAPHICS

718,000 AUDIENCE
IMPACTS PER FORTNIGHT



TYBURN ROAD

B24 8NP

The Tyburn Road Digital Out of Home site targets high volume traffic travelling on the A38 immediately prior to Spaghetti Junction, where commuters must choose to either access the M6 (north or south) or enter the A38(M), Aston Expressway towards all major Birmingham destinations. Renowned for being a traffic bottleneck, Tyburn Road guarantees advertisers big number audiences and high-level engagement by being unmissable to commuters driving on one the busiest travel routes in the central region.

SCREEN SIZE: 6 × 3.2m

FORMAT: Digital, subtle motion

DURATION: 10 Seconds

DEMOGRAPHICS

760,570 AUDIENCE
IMPACTS PER FORTNIGHT



SPAGHETTI GATEWAY

B6 7SS

Located at one of the busiest junctions in Birmingham, this iconic digital 96 sheet feeds all major routes in and out of Birmingham close to Spaghetti Junction. Spaghetti Gateway provides unique city-based Digital Out of Home advertising potential due to the sheer volume of commuters who must pass by to visit Birmingham or access the Midlands motorway network. Delivering over 1m audience advert impacts every fortnight, Spaghetti Gateway is prime location and facilitates astonishing campaign reach when looking to target the hustle and bustle of everyday life along one of the UK's busiest travel links.

✂ **SCREEN SIZE:** 14.4 × 3.6m

📄 **FORMAT:** Digital, subtle motion

🕒 **DURATION:** 10 Seconds

DEMOGRAPHICS

568,781 AUDIENCE
IMPACTS PER FORTNIGHT

1,111,264 AUDIENCE
IMPACTS PER FORTNIGHT



BIRMINGHAM LIGHTS

B4 7DS

An unmissable Times Square style wraparound digital billboard at the heart of Birmingham City Centre. The new large-format digital billboard, named Birmingham Lights, is the first of its kind in the city and wraps around two sides of 'The Square' building in typical New York fashion on the busy corner of Bull Street and Corporation Street. Positioned opposite House of Fraser and Martineau Place, Birmingham Lights broadcasts stand-out advertising content in two different directions. With one side facing the route to Bullring Birmingham and Grand Central, and the other to Colmore Row and Snow Hill Station.

 **SCREEN SIZE:** 12 × 3m

 **FORMAT:** Digital, subtle motion

 **DURATION:** 10 Seconds

DEMOGRAPHICS

2,904,107 AUDIENCE
IMPACTS PER FORTNIGHT



BULLRING & GRAND CENTRAL

B70 6BZ

One of the UK's best-known retail destinations and the prime shopping location in Birmingham. With its unique architecture creating an iconic city centre landmark, Bullring is home to over 160 retail and leisure outlets including Selfridges, Debenhams and TK Maxx.

✂ SCREEN SIZE: 16:9 aspect ratio

📄 FORMAT: Digital, full motion

🕒 DURATION: 10 seconds

DEMOGRAPHICS

40,000,000 ANNUAL FOOTFALL

23,900,000 AUDIENCE
IMPACTS PER FORTNIGHT

109 MINUTES DWELL TIME



ARENA BIRMINGHAM

B1 2AA

Renowned as a world class music and entertainment venue that provides a best-in-class customer experience, variety really is the spice of life at the Arena Birmingham. Live music, comedy and sport make up just some of the must-see events on offer at the Arena Birmingham, and with the hottest tickets in town always selling fast this really is a number one destination for the world's best known acts and sporting occasions. As the Official Visual Technology Partner to the Arena Birmingham, Elonex provides exclusive advertising opportunities during every show at the venue.

✂ SCREEN SIZE: 9:16 aspect ratio

📄 FORMAT: Digital, full motion

🕒 DURATION: 10 seconds

111 SCREENS ACROSS
THE ARENA CONCOURSE

15,000 ARENA CAPACITY



CITY DOMINATION

Dominate Birmingham and achieve maximum audience coverage across the Elonex Big Screens

Birmingham Big Screen Locations

- STARLIGHTS M6 NORTHBOUND
- STARLIGHTS M6 SOUTHBOUND
- M5 NORTHBOUND
- M5 SOUTHBOUND
- BIRMINGHAM A38M
- ASTON EXPRESSWAY CITY INBOUND
- ASTON EXPRESSWAY CITY OUTBOUND
- ALBERT STREET
- TYBURN ROAD
- SPAGHETTI GATEWAY
- BIRMINGHAM LIGHTS
- BULLRING & GRAND CENTRAL (27 SCREENS)
- ARENA BIRMINGHAM (111 SCREENS)

Campaign Duration: Specific Day, Multiple Day, Long-Term Packages Available

To discuss your domination campaign, please contact the Elonex Birmingham Sales Team on **0121 270 8550** or email: **hello@elonex.com**

STARLIGHTS

M5 JUNCTION 1

A38M

A38 ASTON EXPRESSWAY

ALBERT STREET

TYBURN ROAD

SPAGHETTI GATEWAY

BIRMINGHAM LIGHTS

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ELONEX™

