



ASTON EXPRESSWAY

The Aston Expressway, just half a mile from Birmingham City Centre, boasts the country's first seven lane motorway and is the main arterial route into the city centre.



SCREEN SIZE:
5m x 7.5m

1,818,348
AUDIENCE IMPACTS
PER FORTNIGHT



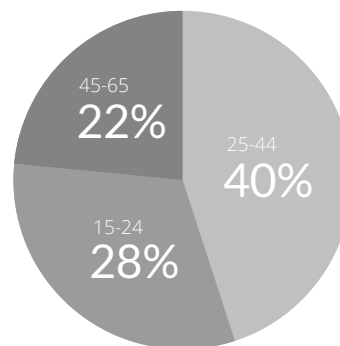
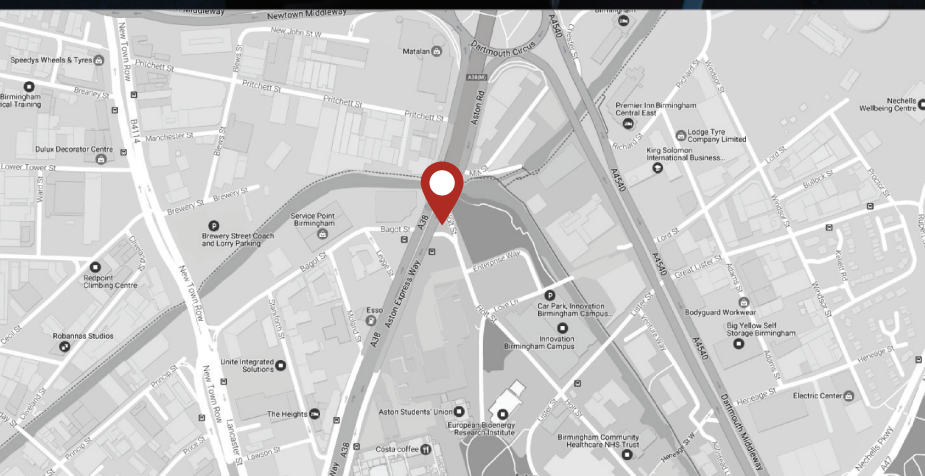
FORMAT:
Digital, full motion

8,490,384
AUDIENCE AD IMPACTS
PER FORTNIGHT



DURATION:
10 seconds

DEMOGRAPHICS



WORKING FULL TIME	68%	index 124
AB	28%	index 108
ABC1	60%	index 112
C2DE	40%	index 86

*against industry average 100