

# Southside 48 Birmingham.

Pershore Street  
Birmingham  
B5 6UU

**ELONEX**<sup>TM</sup>  
■■■■■

# INTRODUCTION TO SOUTHSIDE 48.

A brand new Digital 48 Sheet advertising screen located at the heart of Birmingham City Centre's vibrant and diverse Southside district, home to Chinatown, Theatreland, the Gay Village and the city's Creative Quarter.

Emerging as a distinctive area within an expanding city centre over the last decade, Birmingham's Southside district has been driven by a unique mix of developments including the restaurants, bars and clubs that characterise Chinatown and the Gay Village, the Arcadian Centre, the redeveloped Birmingham Hippodrome, Birmingham Royal Ballet complex and the Custard Factory.

Situated on Pershore Street, Southside 48 targets visitors arriving in the City Centre, heavy traffic heading out of the City Centre and high footfall leisure goers accessing all city attractions; to deliver a powerful new Digital Out of Home proposition for brands looking to target mass audiences in Birmingham.

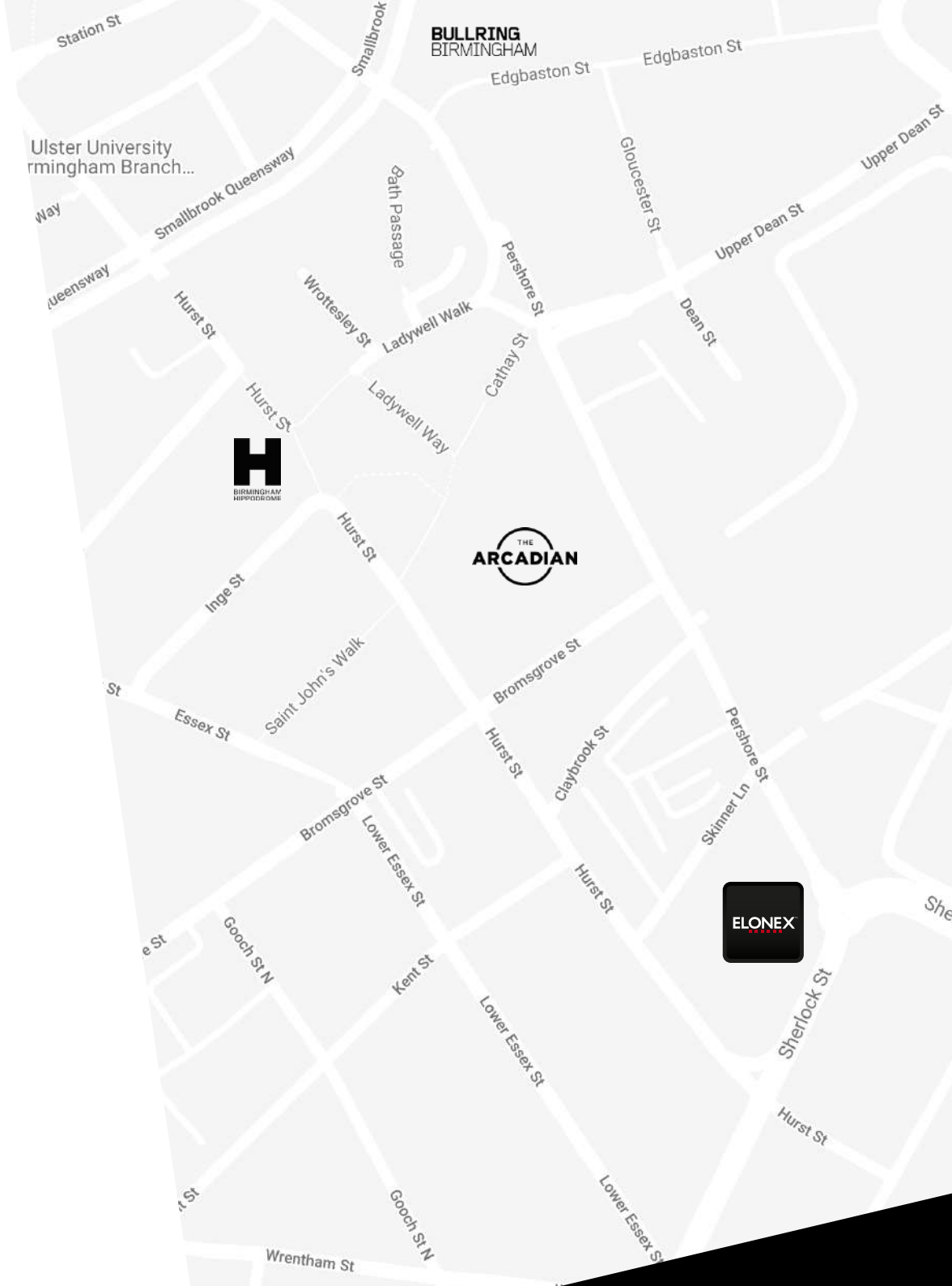
**DELIVERING 945,994 AUDIENCE  
ADVERT IMPACTS PER FORTNIGHT**



# LOCATION PERSHORE STREET BIRMINGHAM B5 6UU

## NEAR BY ATTRACTIONS

The Arcadian  
Birmingham Hippodrome  
The Custard Factory  
Chinatown  
The Gay Village  
Bullring & Grand Central  
Grand Central Station  
Digbeth Coach Station



# SCREEN SPECIFICATIONS

## SCREEN SIZE:

D48

## DIMENSIONS:

720x348px

## FILE FORMAT:

JPEG | PNG

## DURATION:

10 SECONDS

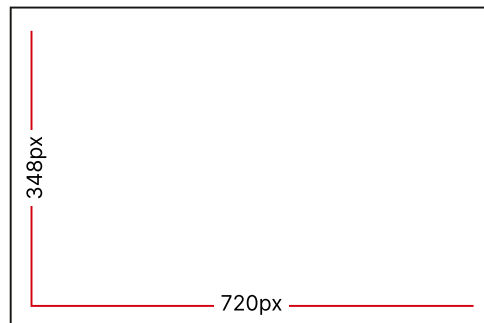
## DISPLAY TYPE:

STATIC

## FILE COMPRESSION

### FORMAT:

.ZIP



Only **£3999** or **£20 Per Week**

**2016 Citroen C1** **PRE-ARRANGE YOUR CAR FINANCE** **2016 VW Up**

**APPLY NOW DRIVE AWAY TODAY**

This won't affect your credit score

**tradecentreuk.com** **Trustpilot ★★★★★**

Representative Example: Cash Price: £2699 Deposit: £50 Credit Amount: £2600 60 Monthly Instalments: £50.00 Monthly Requirement: £10 Total Amount Payable: £3290 First Deposit: 499 Month 12 3rd Cash Price: £6885 Deposit: £140 Credit Amount: £6745 Monthly Instalment: £61.00 Monthly Requirement: £20 Total Amount Payable: £7560 First Deposit: 740 Month 12 3rd All cars subject to availability. See price guides in store. Cars highlighted are examples of our only in-store specials advertised during a promotional period.



# SOUTHSIDE 48 ADVERTISING RATES

## **SOUTHSIDE 48**

14 DAYS

SHARE OF VOICE 1:6

**£1,800**

## **AM/PM PACKAGE**

(06:00-10:00 + 16:00-20:00)

14 DAYS

SHARE OF VOICE 1:6

**£1,170**

## **WEEKEND PACKAGE**

(16:00 FRIDAY - 23:59 SUNDAY)

SHARE OF VOICE 1:6

**£820**





# ELONEX™

A horizontal row of six solid red squares is positioned directly beneath the 'ELONEX' text.

hello@elonex.com  
0121 270 8550