

# ASTON EXPRESSWAY

A38 BIRMINGHAM B4 7DS

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.

✂ **SCREEN SIZE:** City bound: Mega 6

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📄 **FORMAT:** Digital, Full Motion

DELIVERING AN AUDIENCE OF **5.6 MILLION** PER FORTNIGHT

■ Second Highest Audience of any Mega 6 in Birmingham.

