

ELONEX™



The Manchester Big Screens

City Domination Advertising

Dominate **Manchester** on the Elonex Big Screens

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

Flexible and in real time, the Manchester 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.

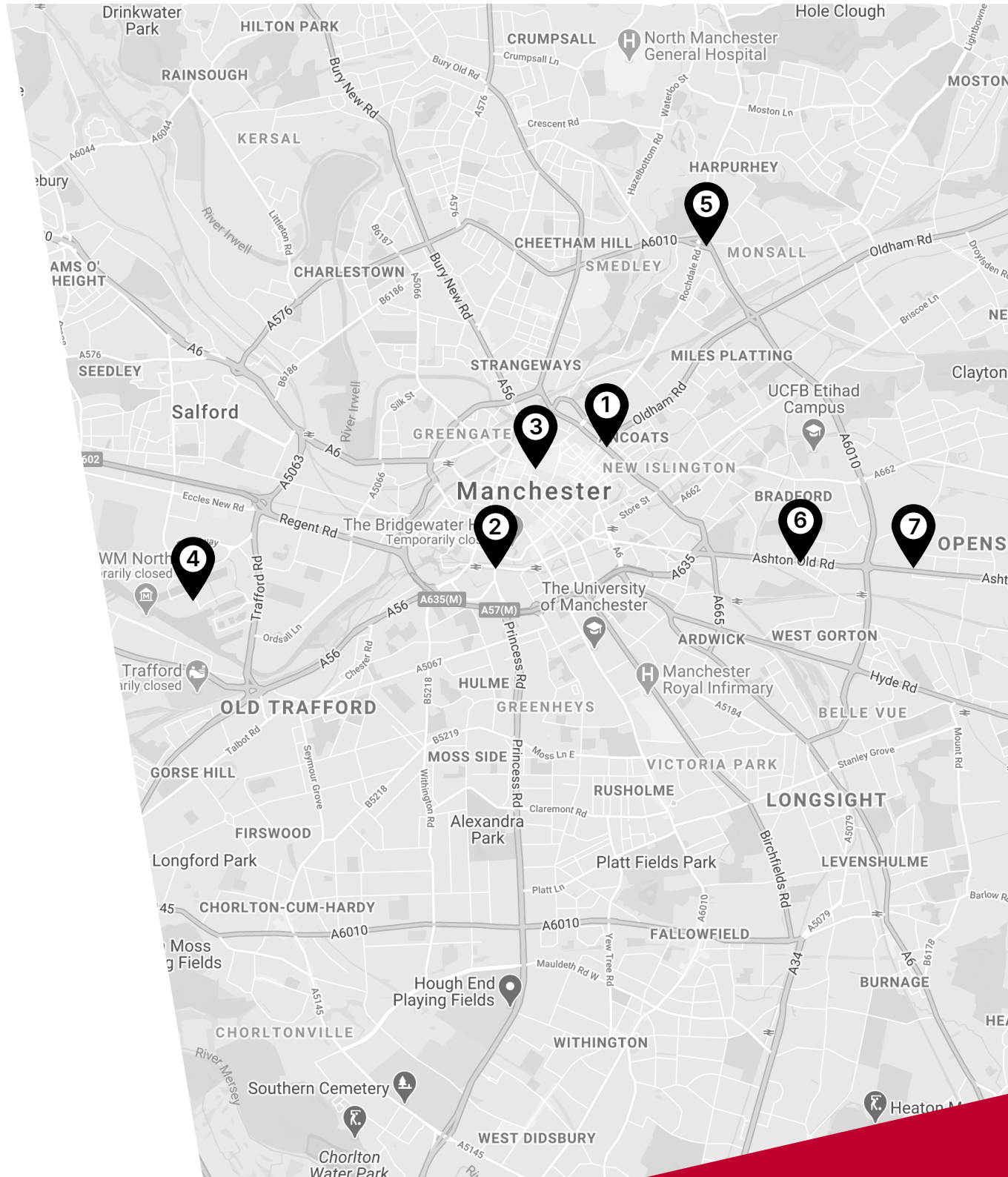
Featuring the second largest roadside DOOH screen in the UK, PanVision @Arndale and with three NEW D96s going live in March 2021, **book the Manchester Big Screens now and take your advertising to new heights!**

elonex.com



MANCHESTER SCREEN LOCATIONS

- 1 ▪ The HUB
- 2 ▪ Axis Tower
- 3 ▪ The Arndale Shopping Centre
- 4 ▪ Quayside Media City
- 5 ▪ Queens Road
- 6 ▪ Ashton Old Road - City Inbound
- 7 ▪ Ashton Old Road - City Outbound



The HUB

M4 5EQ

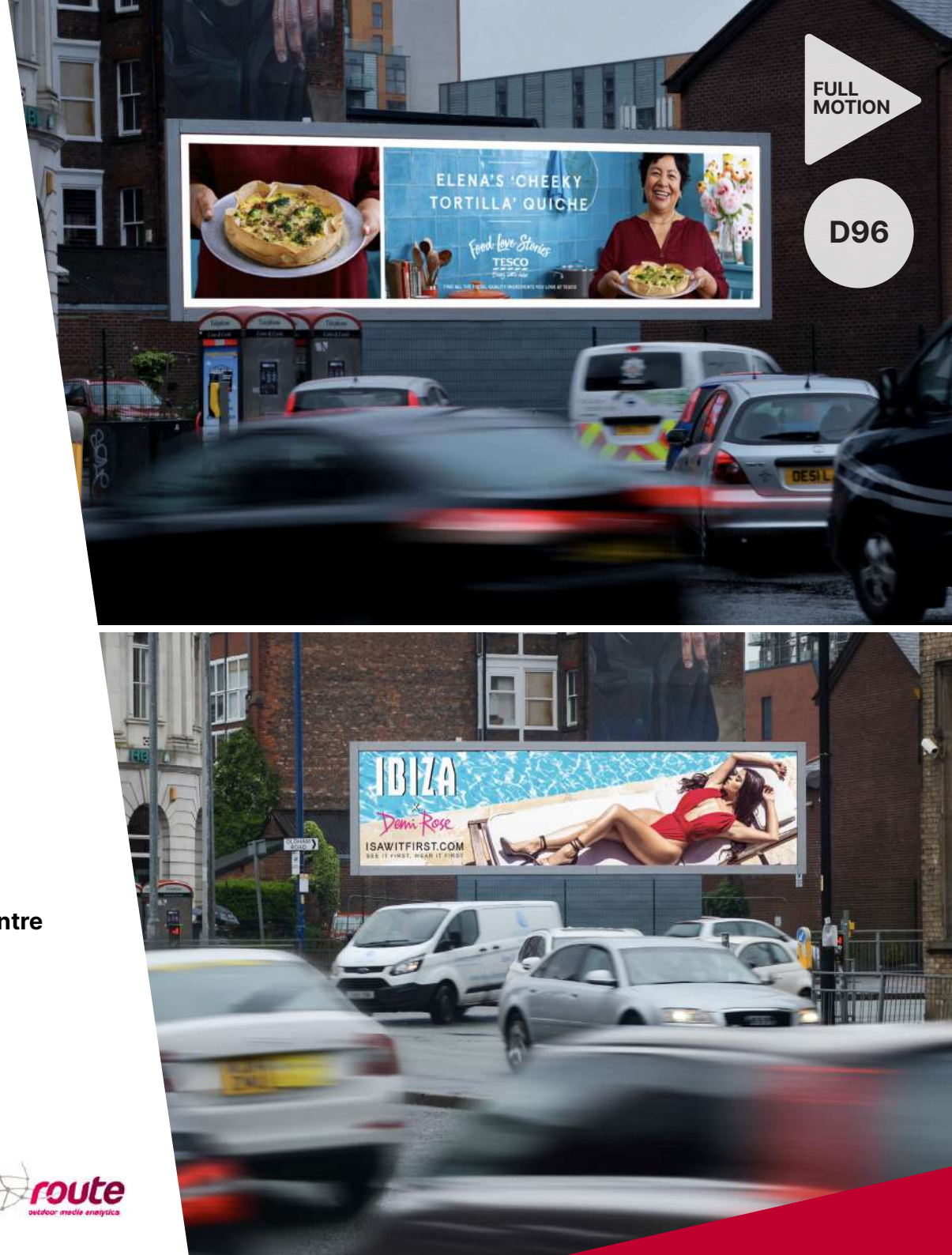
Located on the crossroads of the Northern Quarter, Piccadilly and Printworks leisure and entertainment areas, The Hub is perfectly positioned to target mass audiences in Manchester City Centre.

Audiences made up of multiple profiles pass by this Digital 96-sheet throughout each day and night of the week to make The Hub a premium and much sought after Digital Out of Home advertising site.

 **SCREEN SIZE:** D96

 **FORMATS:** Digital, Static or Full Motion

- Delivering an Audience of **2.8 MILLION PER FORTNIGHT**
- Second Highest Audience of any D96 in Manchester City Centre
- 80% of Audiences don't see Another D96



FULL
MOTION

D96

AXIS TOWER

M1 5NZ

Axis Tower is an iconic 28-storey skyscraper located on Deansgate in the buzzing heart of Manchester city centre. This innovation in landmark architecture has been designed to seamlessly contain one of Europe's largest digital advertising screens.

Soaring to 30 metres in height by 7 metres across, Axis Tower is the perfect Digital Out of Home canvas for creative thinkers. Unmissable to millions, Axis Tower delivers high impact and the most memorable advertising experiences.

 **SCREEN SIZE:** 30m x 7m

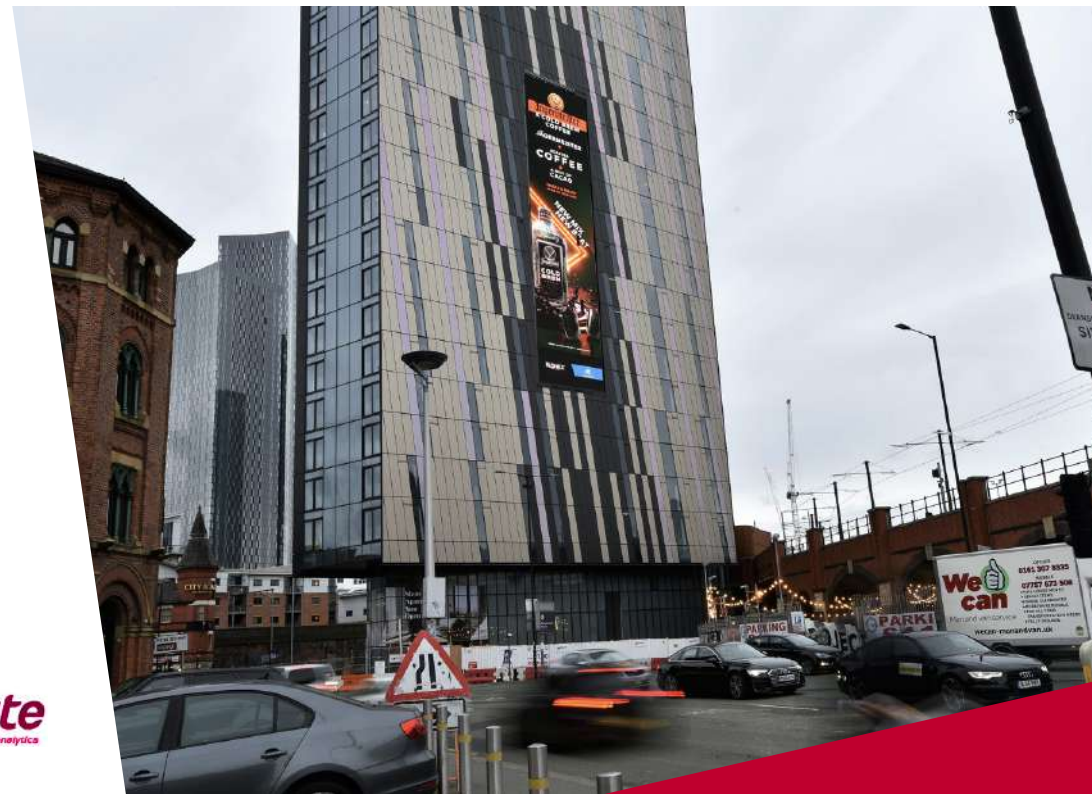
 **FORMATS:** Digital, Static or Full Motion

- Delivering an Audience of **813,000 PER FORTNIGHT**
- The Largest DOOH Screen in the City of Manchester
- The 2nd Largest UK Roadside Screen



FULL
MOTION

MEGA
XL



PANVISION @ARNDALE

M4 3AQ

The biggest inner-city shopping centre in the country and located at the core of Manchester's vibrant city centre. Manchester Arndale is home to over 200 stores, captures 40 million annual visitors and is renowned for its leading retail and leisure offering.



AVG DWELL TIME: 65 mins



AVG RETAIL SPEND: £2.4bn



SCREEN SIZE: 4 x PanVision Screens



FORMATS: Digital, Static or Full Motion

Delivering an Annual Footfall of **40,000,000**



FULL
MOTION


PANVISION

QUAYSIDE MEDIA CITY

M50 3AH

A prime waterfront destination within MediaCityUK and Manchester's only outlet mall with 85 stores on two floors offering designer shopping all year round. Retailers include famous clothing brands including Whistles and Flannels, as well as homeware and cosmetic companies.

After shopping visitors can unwind at the 400 seat food court with restaurants and cafes, and also visit the outlet's health and fitness centre and a seven screen cinema.

 **SCREEN SIZE:** 10 x Digital 6 Sheet Screens

 **FORMATS:** Digital, Static or Full Motion

Delivering an Annual Footfall of 4,200,000



QUEENS ROAD

M40 7XH

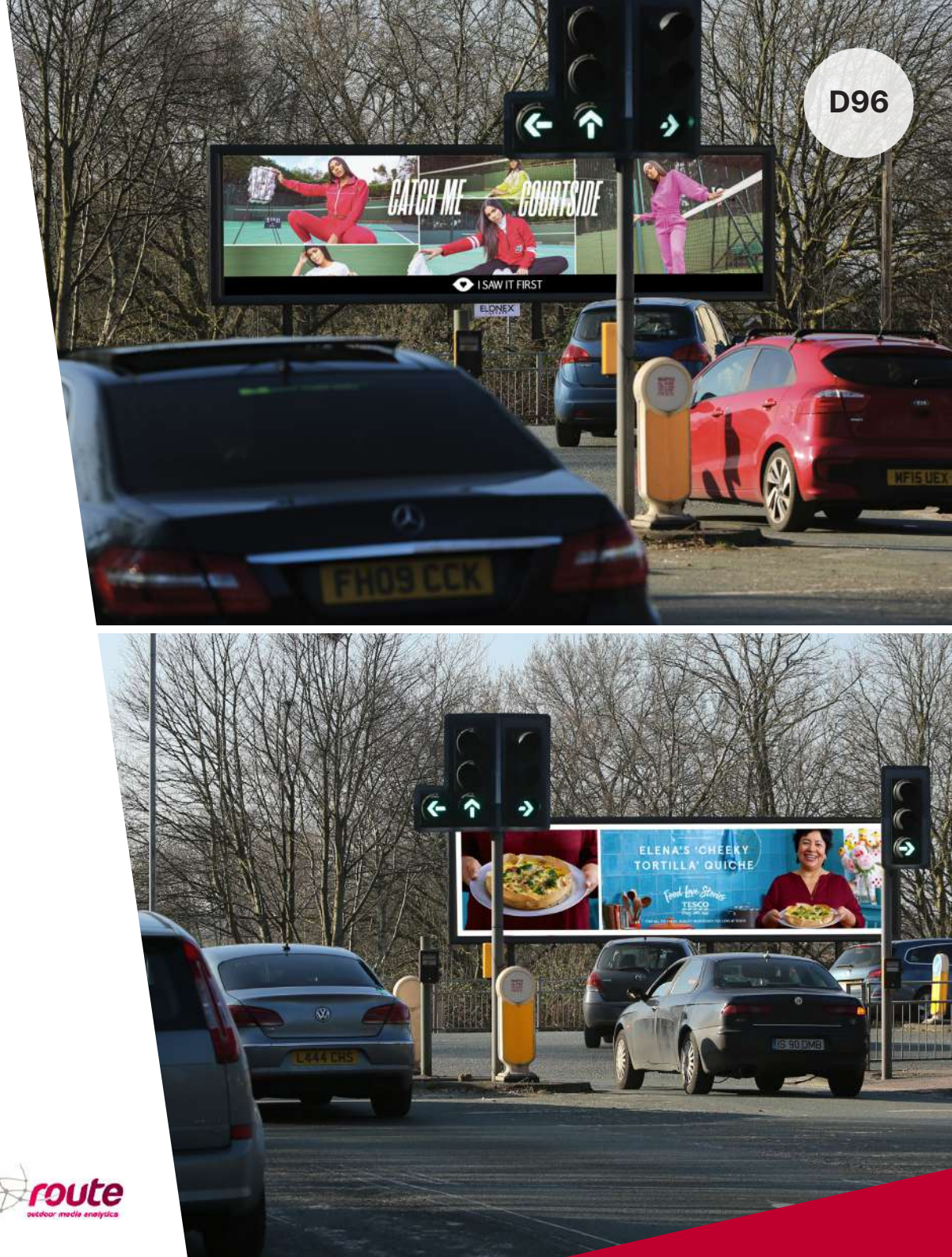
A brand new and high impact Digital 96 Sheet advertising screen, reaching big audiences for advertisers on the A6010 outer ring road, Manchester City Centre.

Close to the city's Northern Quarter, this is a major commuter location that targets high volume traffic on one of the main arterial routes around Manchester City Centre. Stationary traffic at peak times, due to being located at a busy intersection with a multiple traffic light system, guarantees long audience dwell times to ensure campaigns running on this D96 really do demand attention.

 **SCREEN SIZE:** D96

 **FORMATS:** Digital, Static Image

**Delivering an Audience of
2.6 MILLION PER FORTNIGHT**



ASHTON OLD ROAD

MANCHESTER CITY INBOUND M11 2DT

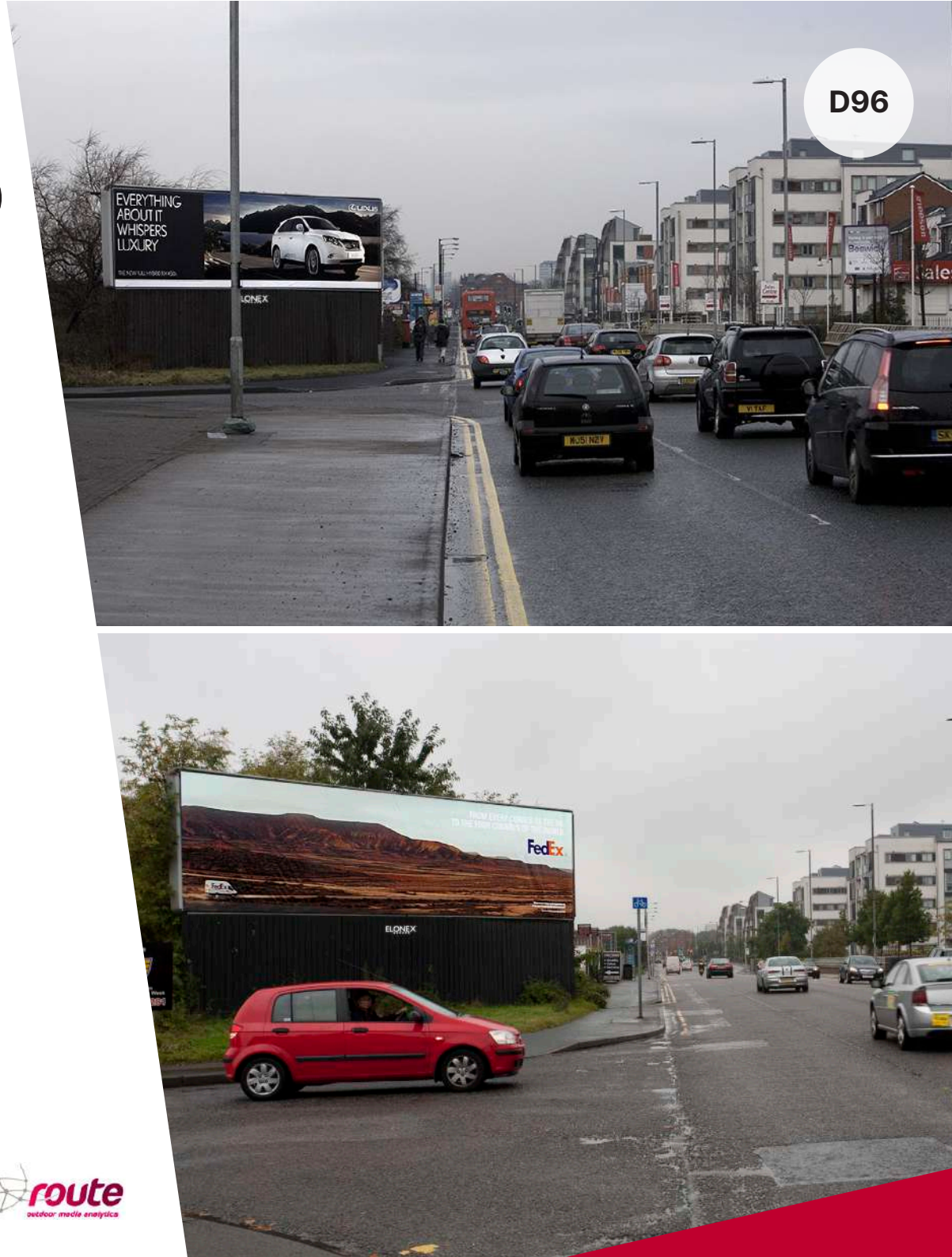
A brand new and high impact Digital 96 Sheet advertising screen, reaching big audiences for advertisers on the A635 eastern approach to Manchester City Centre.

This is a prime commuter location, which targets high volume traffic travelling immediately into the city centre, and also big number visitors to close by retail parks and supermarkets. The site further benefits from being situated between traffic lights on one of the city's busiest arterial routes, to demand attention, provide stationary traffic and deliver long audience dwell times.

 **SCREEN SIZE:** D96

 **FORMATS:** Digital, Static Image

**Delivering an Audience of
1.5 MILLION PER FORTNIGHT**



ASHTON OLD ROAD

MANCHESTER CITY OUTBOUND M11 2NQ

A brand new and high impact Digital 96 Sheet advertising screen, reaching big audiences for advertisers on the A635 eastern exit from Manchester City Centre.

This is a prime commuter location, which targets high volume traffic travelling immediately from the city centre towards the M60, and also big number visitors to close by retail parks and supermarkets. The site further benefits from being situated between traffic lights on one of the city's busiest arterial routes, to demand attention, provide stationary traffic and deliver long audience dwell times.

 **SCREEN SIZE:** D96

 **FORMATS:** Digital, Static Image

**Delivering an Audience of
1.6 MILLION PER FORTNIGHT**

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 **route**
outdoor media analytics





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