



Power League

Make Advertising
a Winning Habit

at the UK's Number One Provider
of Small Side Football!



ELONEXTM
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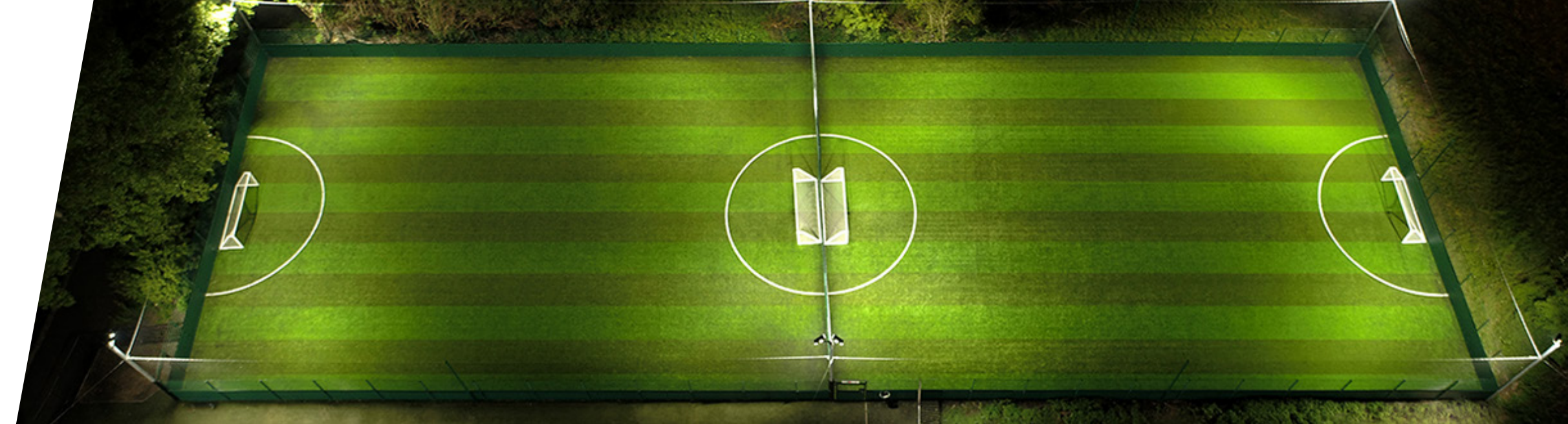
Connect with **8 Million** Visitors Every Year

Don't miss this new and unique Digital Out of Home advertising opportunity at the UK's number one provider of small side football, Powerleague.

With 35 clubs across the UK, attracting 155,000 visitors every week, Elonex has created the most powerful Digital 6 Sheet advertising network anywhere in the sector.

Consisting of internal and external site screens to demand maximum attention, the Elonex Powerleague D6 Network provides advertisers with unrivalled access to the most clearly defined of audiences.

So, get your brand in the game, stand out from the crowd and achieve winning results by advertising at Powerleague!



Nationwide Advertising Coverage

Target Big Audiences day and night across the UK at Powerleague
as 8 million visitors every year come to take part in:

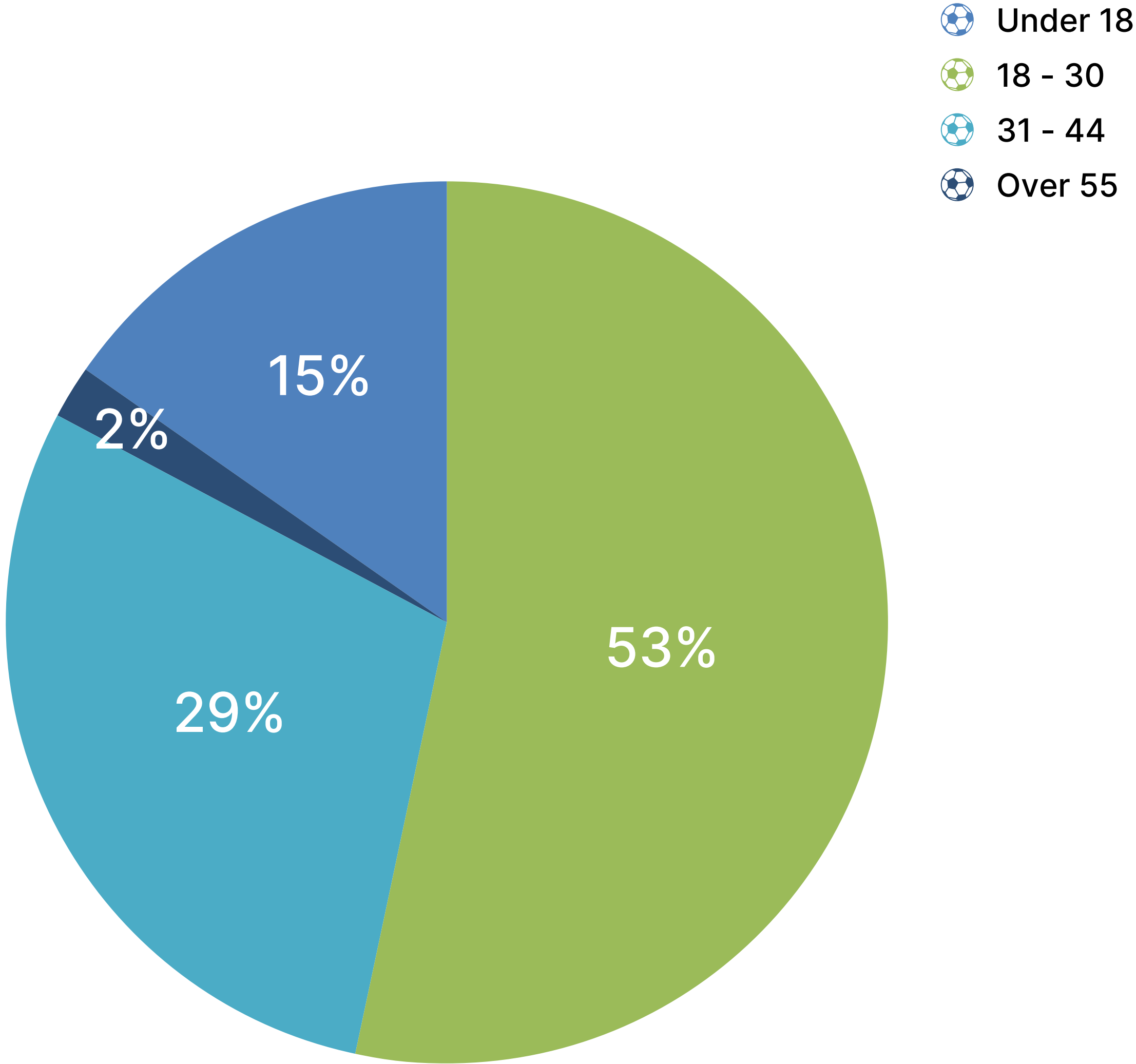
- ⚽ 5-A-Side Football Leagues
- ⚽ UK & European Tournaments
- ⚽ Student Leagues
- ⚽ Women's Football
- ⚽ Walking Football
- ⚽ Corporate Football Events
- ⚽ Children's Activities



The Audience

Powerleague partnerships target a broad audience, with the male 18 - 44 target market at its core.

- 155,000+ Players Per Week
- 97% Male
- Over index on ABC1 & Higher Average Salary



Powerleague Locations

Phase 1

18 Sites, each with one internal bar area Digital 6 Sheet and one external entrance Digital 6 Sheet. 36 Digital 6 Sheets in total.

Launching
1st June
2021

PAISLEY

Anchor Grounds PA1 1TD

MANCHESTER CENTRAL

20 Union Street M12 4JD

LEEDS CENTRAL

Wellington Bridge Street LS3 1LW

NEWHAM

Norwegian Playing Fields IG11 0AD

BIRMINGHAM

Lichfield Road B6 7TG

BOLTON

Leverhulme Park BL2 6BZ

SIGHTHILL

66 Bankhead Drive EH11 4EQ

PORTOBELLO

10 Westbank Street EH15 1DR

SUNBURY

Nallhead Road TW13 6SS

GATESHEAD

Ropery Road NE8 2HD

GLASGOW

Kennedy Street G4 0PQ

FAIRLOP

Ilford IG6 3HJ

LIVERPOOL

2 Whittle Street L5 2SQ

BARNET

Bobby Moore Way N10 1ST

TOTTENHAM

Willoughby Lane N17 0SL

NOTTINGHAM

Thane Road NG7 2TG

STOCKPORT

Craig Road SK4 2AP

STOKE

Dennis Violet Road ST4 4EG



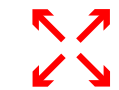





The Elonex Powerleague D6 Network

36 Digital 6 Sheets Demanding Attention
and Targeting Big Audiences



Screen Specifications

- **SCREEN SIZE:** N/A
- **DURATION:** 10 Second
- **DIMENSIONS:** 1080 x 1920 Pixels
- **DISPLAY TYPE:** Static/Motion
- **FILE FORMAT:** JPEG | PNG | MOV
- **FILE COMPRESSION FORMAT:** .zip

DEADLINES

All design briefs must be provided no less than 14 working days before start date.

All artwork must be provided no less than 5 working days before start date.

FILE NAME

All files to be named using the following convention:

Digivan-Near-CLIENTNAME.fileformat
Digivan-Far-CLIENTNAME.fileformat

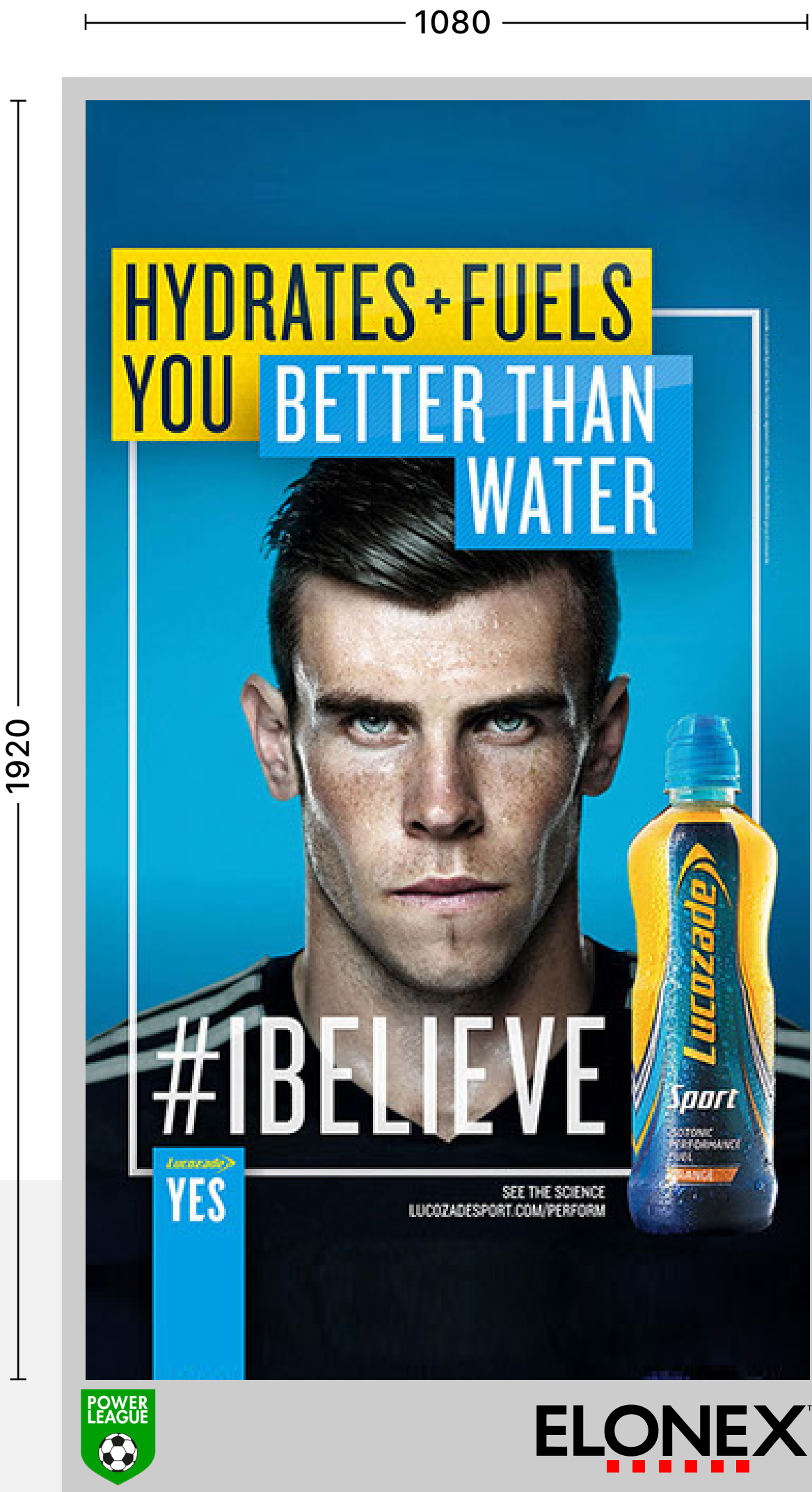
If special day parting/advert playback is required, please label your files accordingly - 'weekday-A' . Please detail your requirements via email at the time of your artwork submission.

CONTACT / DELIVERY

For queries and sign-off approval please
e-mail: creative@elonex.com
or call: 0871 222 3456 | 0871 222 7222

Files can also be sent via 'wetransfer.com'

Artwork must be the exact stated pixel resolution - no trim, bleed or safe-area is required. Maximum file size 150MB.





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