

Motorway Service Areas

Digital Out of Home Advertising Network

ELONEX[™]

road**chef**



30 locations featuring
unmissable multi-format
digital advertising screens.

CONNECT WITH OVER 50 MILLION CONSUMERS PER YEAR

Reach big audiences and achieve unrivalled brand visibility on the UK's most powerful Motorway Service Area (MSA) Digital Advertising Network.

The Elonex MSA advertising network features external Digital 48 Sheet screens, and internal Digital 6 Sheet screens.

So, with over a third of all UK traffic on motorways at any one time with MSA's playing a crucial role in all journey types, and with audience profiles clearly defined by time of day and final destination - book the Elonex MSA advertising network as an instant national campaign or alternatively to target specific geographical areas, and position your brand where fully engaged consumers can't fail to see.

30

DIGITAL
48 SHEETS

30

DIGITAL
6 SHEETS

100%

FULL
MOTION



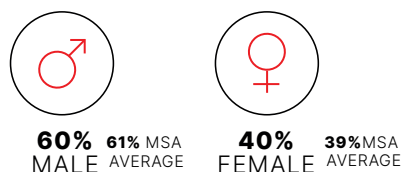
ABOUT ROADCHEF MOTORWAY SERVICE AREAS



30 LOCATIONS ACROSS THE UK

- **50+ MILLION** VISITORS EVERY YEAR
- **20 MINUTE** AVERAGE DWELL TIME
- **43%** OF ALL VISITORS PLANNED TO STOP AT A ROADCHEF MSA
- **57%** OF ALL VISITORS DID NOT PLAN TO STOP AT A ROADCHEF MSA

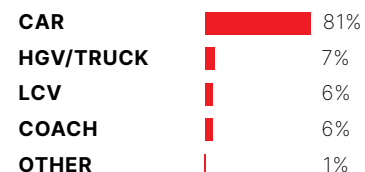
GENDER ROADCHEF



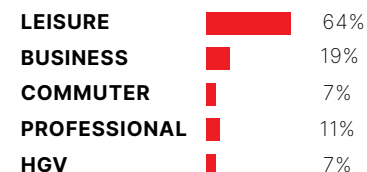
AGE ROADCHEF



VEHICLE TYPE

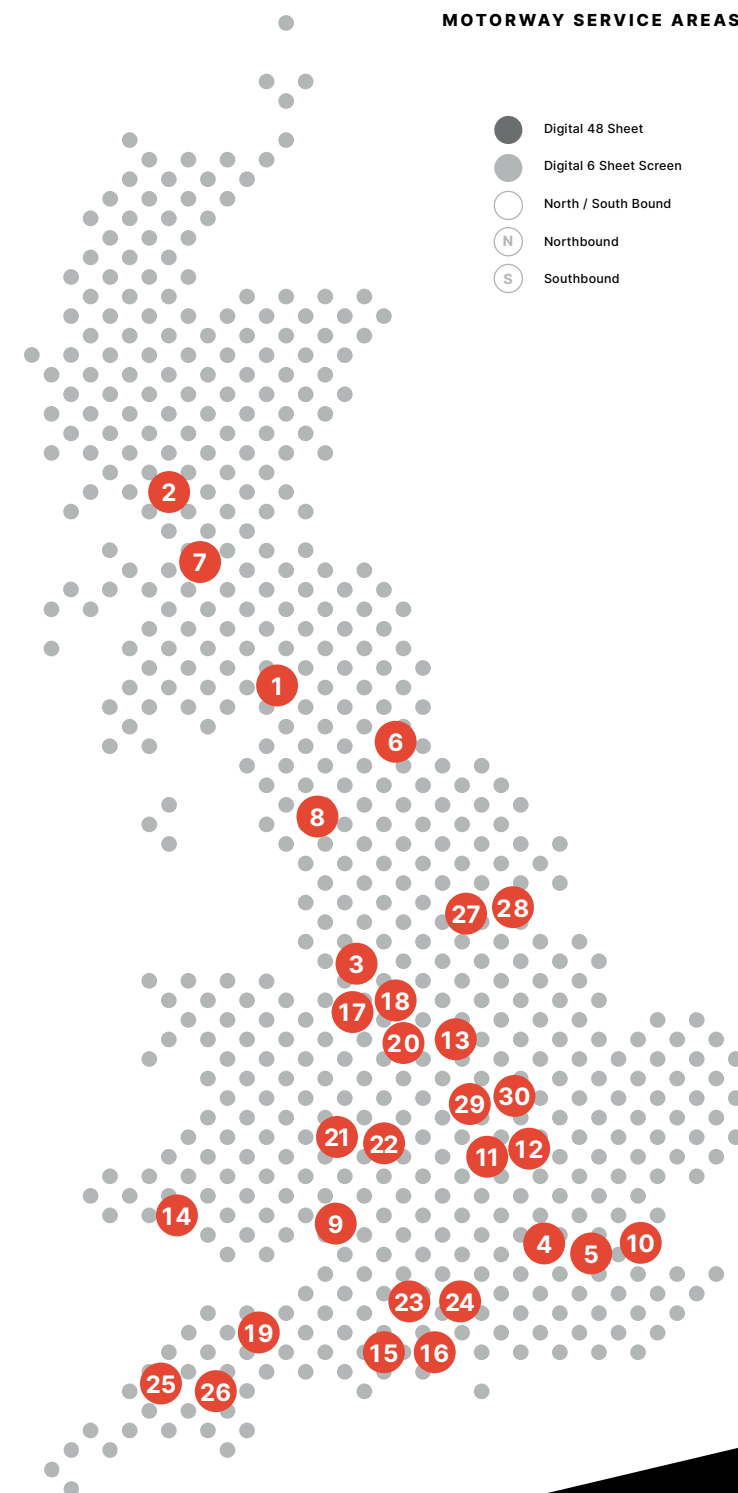


VISITOR TYPE



HOW THE ROADCHEF MOTORWAY SERVICE AREA NETWORK LOOKS

1	Annadale Water	A74 (M)(J 16)	DG11 1HD	D48	D6	N/S	21	Strensham	M5 (J 7/8)	WR8 0BZ	D48	D6	N	
2	Bothwell	M74 (J 4/5)	G71 8BG	D48	D6	S	22	Strensham	M5 (J 7/8)	WR8 0BZ	D48	D6	S	
3	Chester	M56 (J 14)	CH2 4QZ	D48	D6	SB	23	Sutton Scotney	A34	SO21 3JY	D48	D6	N	
4	Clacket Lane	M25 (J 5/6)	TN16 2ER	D48	D6	N	24	Sutton Scotney	A34	SO21 3JY	D48	D6	S	
5	Clacket Lane	M25 (J 5/6)	TN16 2ER	D48	D6	S	25	Taunton Deane	M5 (J 25/26)	TA3 7PF	D48	D6	N	
6	Durham	A1 (M)	(J 61/A177)	DH6 5NP	D48	D6	N/S	26	Taunton Deane	M5 (J 25/26)	TA3 7PF	D48	D6	S
7	Hamilton	M74 (J 6/5)	ML3 6JW	D48	D6	N	27	Tibshelf	M1 (J 28/29)	DE55 5TZ	D48	D6	N	
8	Killington Lake	M6 (J 36/37)	LA8 0NW	D48	D6	S	28	Tibshelf	M1 (J 28/29)	DE55 5TZ	D48	D6	S	
9	Magor	M4 (J 23A)	NP26 3YL	D48	D6	N/S	29	Watford Gap	M1 (J 16/17)	NN6 7UZ	D48	D6	N	
10	Maidstone	M20 (J 8)	ME17 1SS	D48	D6	N/S	30	Watford Gap	M1 (J 16/17)	NN6 7UZ	D48	D6	S	
11	Northampton	M1 (J 15A)	NN4 9QY	D48	D6	N								
12	Northampton	M1 (J 15A)	NN4 9QY	D48	D6	S								
13	Norton Canes	M6 Toll (J 6/7)	WS11 9UX	D48	D6	N/S								
14	Pont Abraham	M6 Toll (J 6/7)	SA4 0FU	D48	D6	N/S								
15	Rownhams	M27 (J 7/8)	SO16 8AP	D48	D6	N								
16	Rownhams	M27 (J 7/8)	SO16 8AP	D48	D6	S								
17	Sandbach	M6 (J 16/17)	CW11 2FZ	D48	D6	N								
18	Sandbach	M6 (J 16/17)	CW11 2FZ	D48	D6	S								
19	Sedgemoor	M5 (J 21/22)	BS26 2UF	D48	D6	S								
20	Stafford	M6 (J 14/15)	ST15 0XE	D48	D6	S								



DIGITAL 48 SHEET NETWORK

Strategically positioned at high volume traffic exit points of Roadchef Motorway Service Areas, and featuring the very latest in Elonex P8 High Density LED visual technology, the Digital 48 Sheet screens in the Elonex MSA advertising network are unmissable and broadcast in full motion to dominate the environment and effectively target totally captivated audiences.

✂ **SCREEN SIZE:** 30m²

📄 **FORMAT:** Digital, full motion

30
DIGITAL 48
SCREENS

100%
FULL
MOTION

elonex.com

MOTORWAY SERVICE AREAS



DIGITAL 6 SHEET NETWORK

This powerful network of internal Digital 6 Sheet advertising screens, located at high dwell visitor areas in Roadchef Motorway Service Areas, target high volume consumers as they shop, refresh, relax and recharge. Broadcasting in full motion, the internal Digital 6 Sheet screens in the Elonex MSA advertising network stand out to deliver unique and effective mass audience targeting opportunities.

✂ **SCREEN SIZE:** 16:9 Aspect Ratio

📄 **FORMAT:** Digital, full motion

30

**DIGITAL 6
SCREENS**

100%

**FULL
MOTION**



ELONEX™

 **route**
outdoor media analytics

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