



A38 (M)

Birmingham

THOMAS STREET
B64TN

ELONEX™

A brand new roadside digital 48 sheet HDR screen



The A38^M is positioned to target high volume traffic on one of the UK's most notorious travel routes, and the first Digital Out of Home advertising site visible to Birmingham bound commuters when exiting the M6 at Spaghetti Junction and joining the A38(M) Aston Expressway to the City Centre.

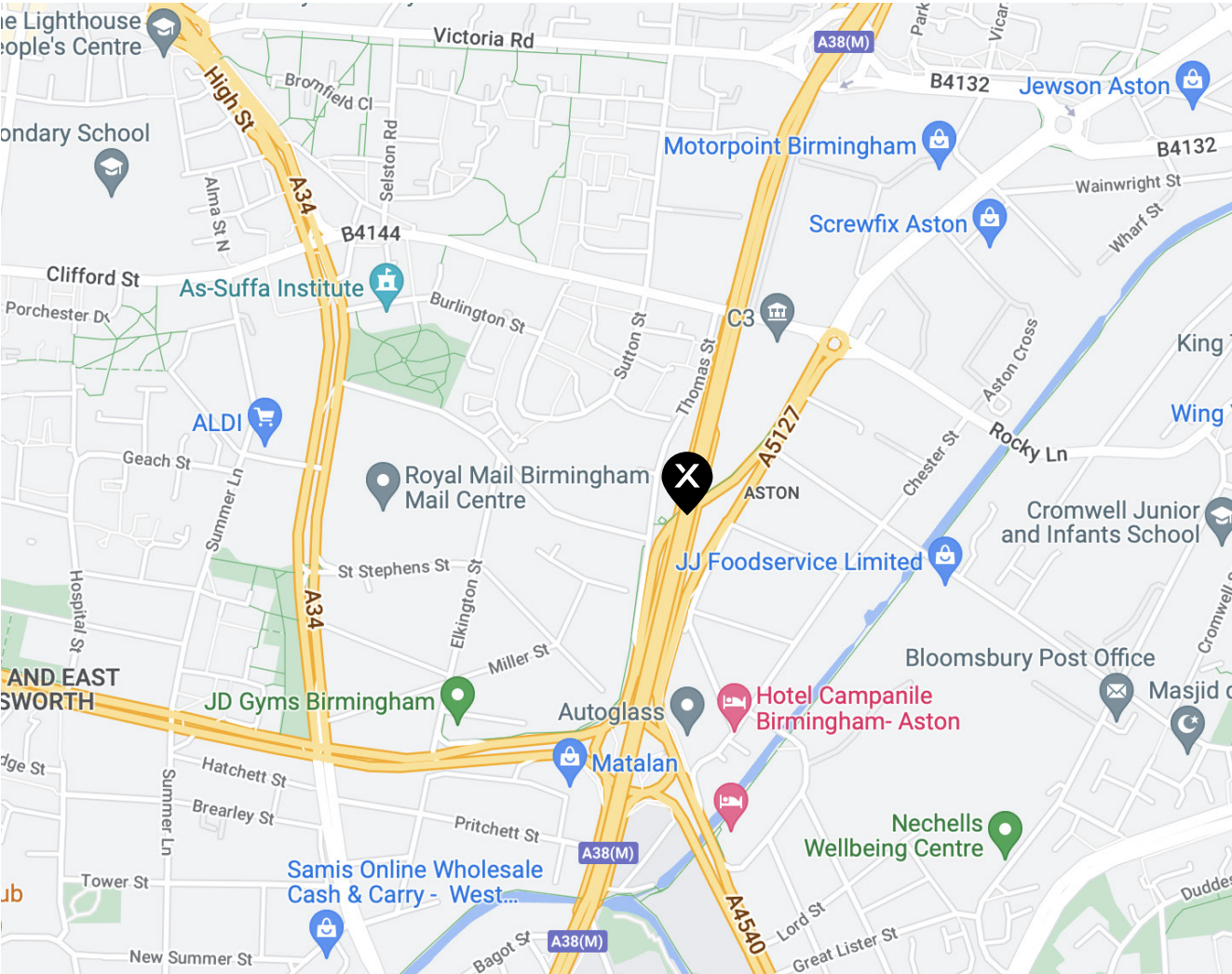
DELIVERING AN AUDIENCE OF
2.4 MILLION PER FORTNIGHT



Site Location



THOMAS STREET, BIRMINGHAM, B64TN



NEARBY ATTRACTIONS

- Birmingham Airport
- Aston University
- Arena Birmingham
- Aston Villa FC
- Birmingham City FC
- Edgbaston Cricket
- The NEC
- The Bullring

**Digital audiences
are up 256%
in the last 5 years.**



Screen specifications



SCREEN SIZE: 7.2m x 3.6m



DIMENSIONS: 864 x 432 pixels



FILE FORMAT: JPEG / PNG / MP4



DURATION: 10 seconds



DISPLAY TYPE: Digital, Full animation, 25FPS



FILE COMPRESSION FORMAT: .zip

A38(M) advertising rates



Delivering an
audience of
2.4 million
per fortnight

Ratecard per fortnight:

14 days

1:6 share of voice

£3,850

AM/PM package:

14 days

1:6 share of voice

£2,750

Planning rate per fortnight:

14 days

1:6 share of voice

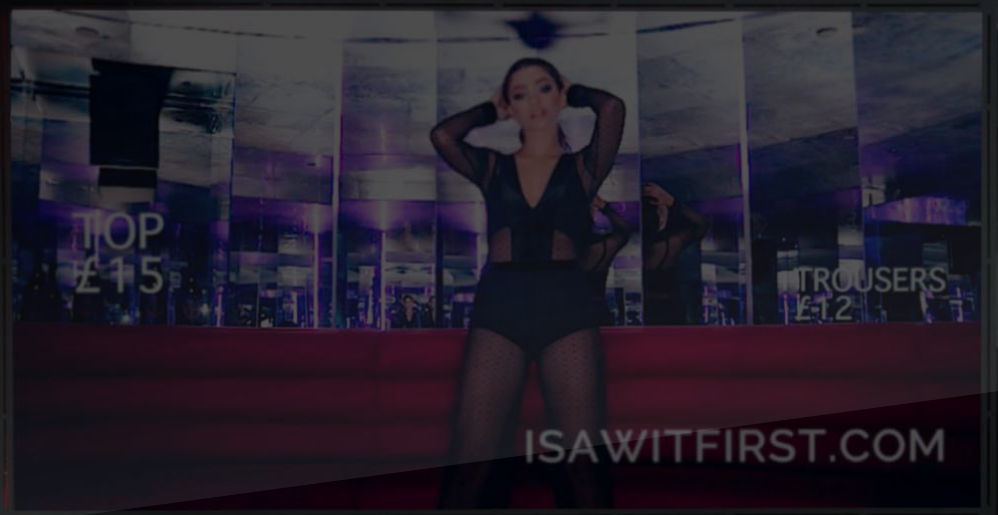
£2,750

Single weekend package:

Saturday / Sunday

1:6 share of voice

£628



ELONEX™

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