

Birmingham City Domination

ADVERTISE ON THE
BIRMINGHAM BIG SCREENS

ELONEX™



Dominate Birmingham on the Elonex Big Screens

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

Flexible and in real time, the Birmingham 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.

**Dominate Birmingham in the
following locations...**

Starlights

Birmingham Lights

Spotlight Birmingham Road

Spotlight New Town Row

Albert Street

A38M

Dartmouth Middleway

Tyburn Road City Outbound

Tyburn Road City Inbound

Southside 48

Bullring Birmingham

Farley Centre

Solihull Retail Park



29 BIRMINGHAM SCREENS DELIVERING

51,560,000 impacts
every month

Birmingham screen locations

- 1 Starlights
- 2 Birmingham Lights
- 3 Spotlight Birmingham Road
- 4 Spotlight New Town Row
- 5 Albert Street
- 6 A38M
- 7 Dartmouth Middleway
- 8 Tyburn Road City Outbound
- 9 Tyburn Road City Inbound
- 10 Southside 48
- 11 Bullring Birmingham
- 12 Farley Centre
- 13 Solihull Retail Park







Starlights™

JCT 6 M6, B7 5SA

DUAL
SIDED

Delivering an audience of 3.2 Million per fortnight

This super-size structure delivers over 4000 sq ft of digital advertising space and is located above the Star City entertainment complex adjacent to junction 6 of the M6, Spaghetti Junction. A landmark Digital Out of Home advertising site, Starlights creates an iconic backdrop to the landscape at the busiest motorway junction in Great Britain. Starlights is the most prominent digital outdoor advertising location in the central region.

-  **SCREEN SIZE:** 2 x Digital 96 Sheets
-  **FORMAT:** Digital, Static
-  **Largest Motorway Screen in the UK**
-  **Highest Unique Reach (60%) of Any DOOH Screen in Birmingham**



Birmingham Lights

City Centre, B4 6SX

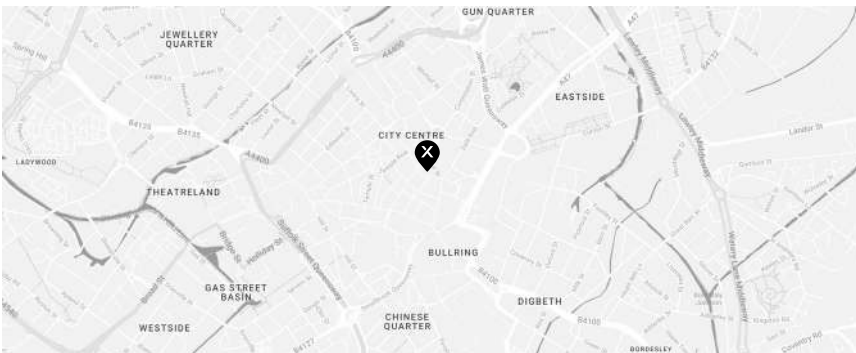
Delivering an audience of 6.7 Million per fortnight

An unmissable Times Square style wraparound digital billboard at the heart of Birmingham City Centre. This large-format digital billboard, named Birmingham Lights, is the first of its kind in the city and wraps around two sides of 'The Square' building in typical New York fashion on the busy corner of Bull Street and Corporation Street. Birmingham Lights broadcasts stand-out advertising content in two different directions. With one side facing the route to Bullring Birmingham and Grand central, and the other to Colmore Row and Snow Hill Station.

 **SCREEN SIZE:** Digital 96 Sheet (2 x Digital 48 Sheet)

 **FORMAT:** Digital, Full Motion

- The only Wraparound DOOH site in Birmingham
- 2/3 of audience don't see another D96



Spotlight Birmingham Road

West Bromwich B71 4JQ

2 X D96s

Delivering an audience of 3.1 million per fortnight

The first in the new Elonex Spotlight network, where two unmissable Digital 96 Sheet advertising billboards targeting extraordinary high-volume traffic

Located immediately off Junction 1 of the M5, Spotlight Birmingham Road dominates its environment and effectively targets high volume traffic travelling on the A41 to and from Birmingham City Centre. Close to West Bromwich Albion Football Club, Spotlight Birmingham Road offers a new concept in the Digital Out of Home market, creates a unique advertising platform and delivers huge audience numbers for brands who really want to shine.

 **SCREEN SIZE:** 2 x Digital 96 Sheets

 **FORMAT:** Digital, Static

 **M5 Junction 1**

 **Major Birmingham City Centre Inbound & Outbound Arterial Route**



Spotlight New Town Row

Birmingham City Centre B6 4HP

Delivering an audience of 3.1 million per fortnight

The latest addition to the new Elonex Spotlight network, where two captivating Digital 96 Sheet advertising billboards targeting extraordinary high-volume traffic combine with an innovative and engaging experiential zone designed to truly bring your brand to life.

Situated in the heart of Birmingham, Spotlight New Town Row dominates its environment strategically capturing the vast flow of high-volume traffic circulating in and around the city centre. This prime location targets traffic connecting with all prominent city centre destinations and serves as a focal point for all major routes entering and exiting Birmingham.

2 X D96s

 **SCREEN SIZE:** 2 x Digital 96 Sheets

 **FORMAT:** Digital, Static



Albert Street

Birmingham City Centre, B4 7LN

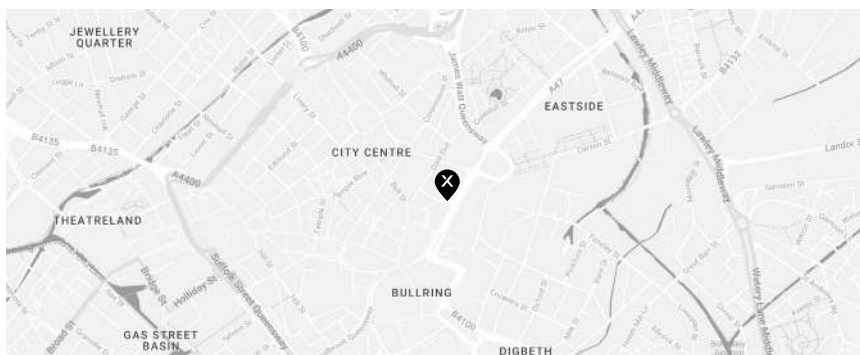
Delivering an audience of 3.3 Million per fortnight

Albert Street is located on the peripheral of Birmingham's inner-city centre, adjacent to the world's biggest Primark, close to Bullring Birmingham and within easy access of both New Street and Moor Street Stations. Albert Street paves the way to Moor Street Queensway, the principal arterial route in and around the city, leading to all central locations as well as out of town towards the A38 and M6.

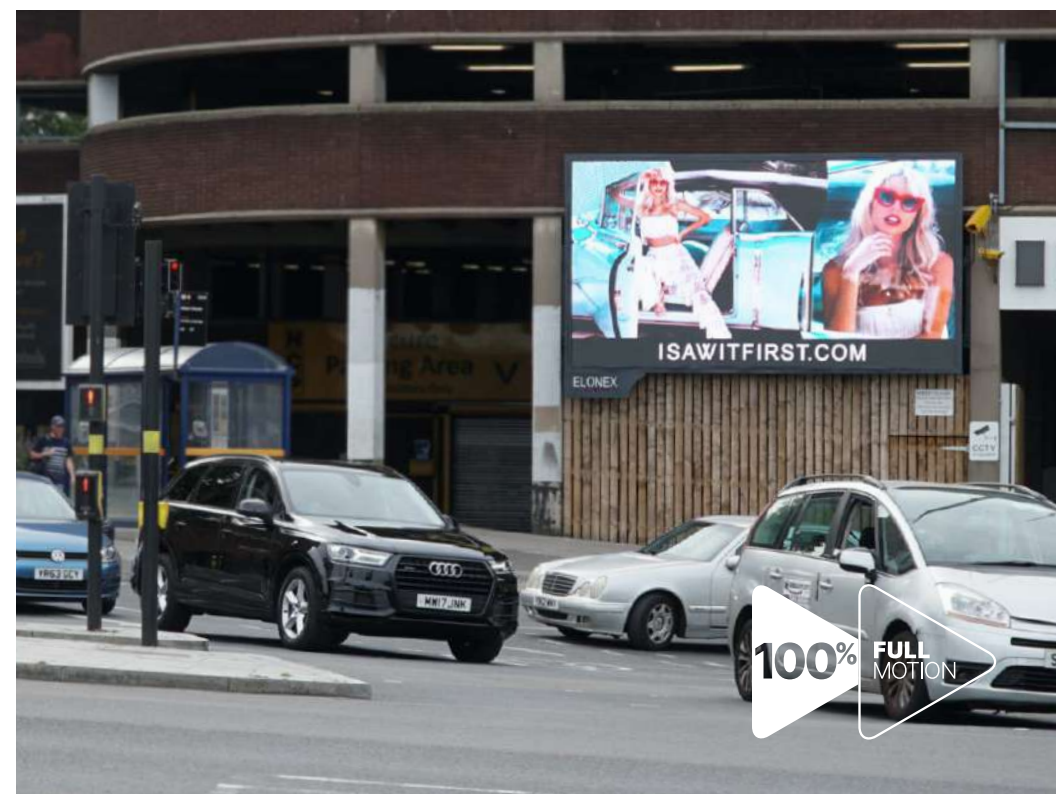
Targeting big audiences made up of shoppers, students and leisure seekers, Albert Street is a key location for brands to be seen in Birmingham.

 **SCREEN SIZE:** Digital 48 Sheet

 **FORMAT:** Digital, Full Motion



ELONEX™



A38M

Thomas Street, B6 4TN

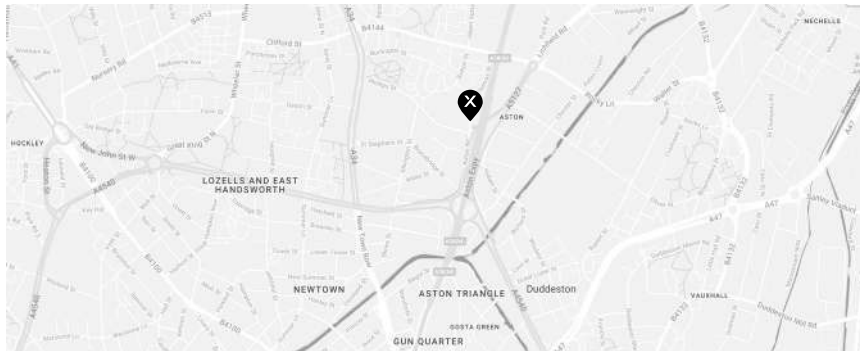
Delivering an audience of 1.36 Million per fortnight

A brand new roadside Digital 48 Sheet HDR screen located on Thomas Street. This digital billboard 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 A38M Aston Expressway to the City Centre.

 **SCREEN SIZE:** Digital 48 Sheet

 **FORMAT:** Digital, Static

 **City Bound from the M6**



Dartmouth Middleway

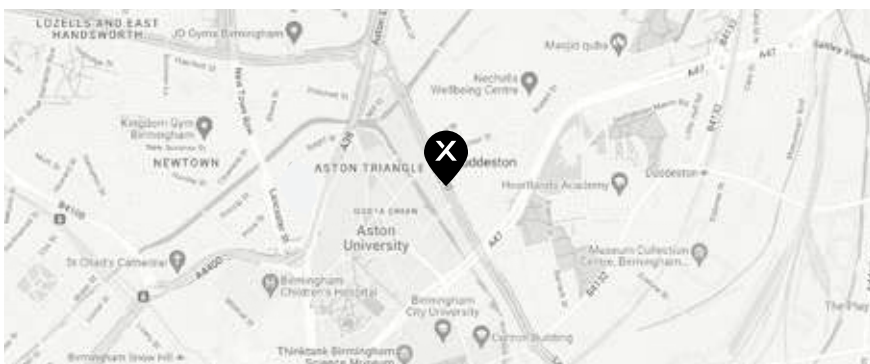
Birmingham City Centre B7 4LT

Delivering an audience of 705,000 per fortnight

A brand-new Digital 48 Sheet located at a notorious traffic hotspot in Birmingham City Centre. Dartmouth Middleway (A4540 Middle Ring Road) is a major arterial route in Birmingham that receives high volume traffic approaching from the M6/Aston Expressway and main ring road accessing all areas of the city centre. Busy at all times of the day, Dartmouth Middleway experiences heavy congestion during peak traffic hours and its location delivers exceptional audience numbers for brands seeking to make a powerful impact in Birmingham.

 **SCREEN SIZE:** 6m x 3m, Digital 48 sheet

 **FORMAT:** Digital, Static



Tyburn Road City 'Outbound'

Birmingham, B24 8NP

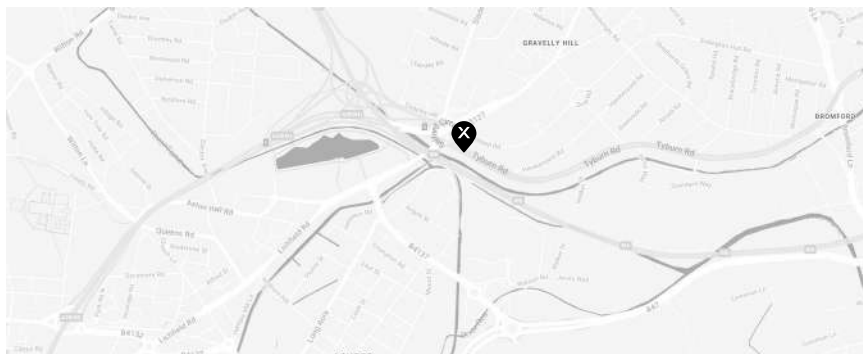
Delivering an audience of 1.1 Million per fortnight

This Tyburn Road Digital Out of Home site targets high volume traffic travelling on the A38 immediately prior to Spaghetti Junction, where commuters must choose to either access the M6 (north or south) or enter the A38(M), Aston Expressway towards all major Birmingham destinations. Renowned for being a traffic bottleneck, Tyburn Road guarantees advertisers big number audiences and high-level engagement by being unmissable to commuters driving on one of the busiest travel routes in the central region.

 **SCREEN SIZE:** Digital 48 Sheet

 **FORMAT:** Digital, Full Motion

 **The only D48 on entry to Spaghetti Junction**



100 Tyburn Road City Inbound

Birmingham, B24 8PT

D48 delivering 1.3 million impacts per fortnight

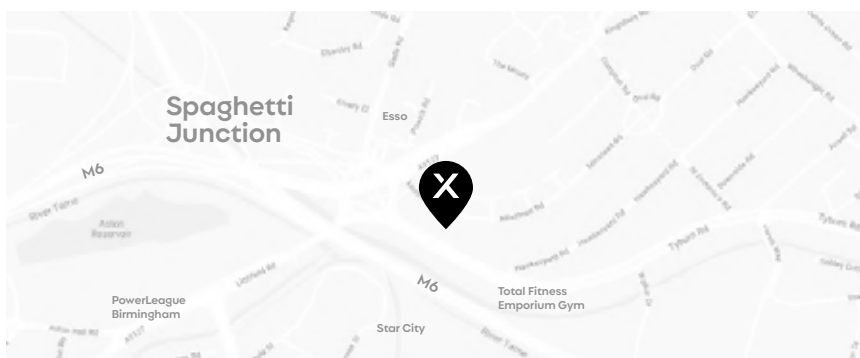
Located immediately off Junction 6 of the M6, this new Digital 48 Sheet advertising screen effectively targets high volume traffic exiting Spaghetti Junction and the A38(M) Aston Expressway. Renowned as a major bottleneck route, 100 Tyburn Road targets high volume, high dwell and 24/7 audiences as congested traffic travels inbound to Birmingham City Centre as well as towards the affluent northern districts of the city, including Sutton Coldfield, and the M6 Toll. Delivering huge audience numbers, 100 Tyburn Road is now a must have for brands who are serious about achieving ultimate coverage in Birmingham

 **SCREEN SIZE:** 1 x Digital 48 Sheets

 **FORMAT:** Digital, Static

 **M6, Junction 6**

 **24/7 Audiences**



Southside 48

Pershore St, Birmingham B5 6UU

Delivering an audience of 163,000 per fortnight

Located at the heart of Birmingham City Centre's vibrant and diverse Southside district, home to Chinatown, Theatreland, the Gay Village and the city's Creative Quarter. Situated on Pershore Street, Southside 48 targets visitors arriving in the City Centre, heavy traffic heading out of the City Centre and high footfall leisure goers accessing all city attractions; to deliver a powerful new Digital Out of Home proposition for brands looking to target mass audience in Birmingham

 **SCREEN SIZE:** Digital 48 Sheet

 **FORMAT:** Digital, Full Motion



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Bullring Birmingham PanVision

B5 4BU

Connect with 39 million shoppers each year

Designed to dominate retail settings, PanVision screens are super-sized & dual-sided to target and engage with consumers as they shop and enjoy leisure time. Reflecting the D96 format of premium screens in major airports & rail hubs, and featuring Ultra Tight Pixels quality, PanVision screens are unmissable and deliver high impact messaging for brands serious about standing out from the crowd.

PREMIUM
SHOPPING MALL
ADVERTISING

 **Screens:** 6 x PanVision

 **Screen Size:** 6m x 1.5m

 **Format:** Digital, Full Motion

 **Annual Footfall:** 39 Million

 **Average Dwell Time:** 110 Minutes

 **Average Spend:** £94 Per Visit

160 Shops & Restaurants including:

SELFRIDGES & CO

The Entertainer
TheToyShop.com

Goldsmiths
UNIVERSITY OF LONDON

COSTA

Fumo

Nando's

MICHAEL KORS

Disney

ELONEX™



BIRMINGHAM DOMINATION

100% FULL
MOTION

Farley Centre

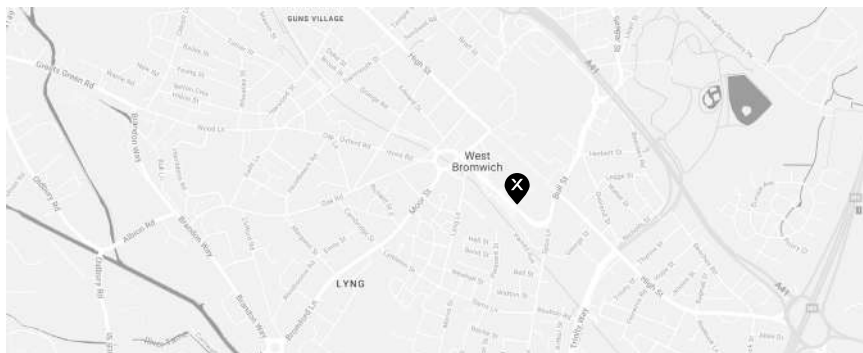
B70 7QU

West Bromwich Ringway

The premises are superbly located in the centre of West Bromwich, adjacent JD Gyms which opened in September, and also adjacent to the new iconic £77m Sandwell College which has around 3,600 students from across the Black Country area, close to one end of the busy High Street, to the Indoor Market, City Bus Station, and the West Bromwich Central Metro Station with trams to Birmingham every 6 – 8 minutes.

 **SCREEN SIZE:** Digital 48 Sheet

 **FORMAT:** Digital, Full Motion



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Solihull Retail Park

B90 4LD

Over 1.7 Million cars visiting each year

Solihull Retail Park is a prominent retail destination located in one of Birmingham's most affluent and densely populated suburbs.

Situated close to Junction 4 of the M42, Solihull Retail Park forms part of a cluster of popular retail parks by neighbouring Solihull Gate Retail Park and providing direct access to Sears Retail Park, where M&S, Lidl and Sainsburys can be found.

With over 1.7 million cars (ANPR) alone visiting each year, and this cluster of retail parks estimated to generate circa £1bn annual expenditure, Solihull Retail Park delivers a powerful advertising proposition for brands looking to reach big number retail audiences.

 **Screens:** 9 x D6 screens

 **Format:** Digital, Full Motion

 **2021 ANPR Figure:** 1,712,548

 **Average Dwell Time:** 26 Minutes

 **Size:** 198,273 Sq Ft

 **Catchment Area:** 358,545
within 20 minute drive time



SUBWAY



carpetright.

**pets
at home**

hobbycraft

halfords



**PREMIUM
D6 RETAIL PARK
ADVERTISING**





ELONEX™

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