



# The Roadside Network

61 ROADSIDE SCREENS  
ACROSS THE UK

ELONEX<sup>TM</sup>

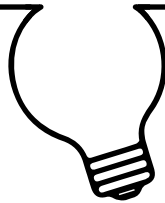
# Why Digital Out of Home?

## Creating unavoidable impact



Digital Out of Home is different from other media. It can't be avoided or blocked and, as more people spend more time out and about, its audiences are huge. It's a public, broadcast, medium with reach and impact. It conveys stature and authority, making brands famous and iconic.

## Driving creativity



Digital Out of Home is the ultimate creative medium. It offers unavoidable impact and memorability, and provides advertisers and agencies with a wealth of creative opportunities. Time-sensitive, location-specific, multi-creative, contextual and other dynamic messaging triggers provide advertisers with new creative opportunities to engage with an even more defined audience.

## Provoking action

Post Covid, as consumers spend more time out and about, they are completely exposed to Digital Out of Home advertising. Academic studies show that when consumers are out and about, they are in an active mindset. This means they are more inclined to absorb and engage with new messages.





BURGER & SAUCE MARCH MADNESS!  
**ALL ORIGINAL BURGERS £4**  
AVAILABLE AT ALL STORES



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**ALL ORIGINAL BURGERS £4**  
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THIS OFFER APPLIES ONLY TO THE ORIGINAL BEEF, CHICKEN AND VEGgie BURGERS - MONDAY TO FRIDAY IN-STORE ONLY - MARCH 1ST - 31ST 2023

61 ROADSIDE SCREENS DELIVERING

**75,000,000 impacts**  
**every month**

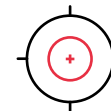




# Target high volume traffic on the UK's busiest roads and motorways

The Elonex Roadside Network features unmissable digital advertising billboards strategically placed in and around big towns and cities, including Birmingham and Manchester, on motorways and in motorway service areas across the UK.

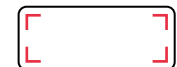
Flexible and in real time, advertising across the Elonex Roadside Network enables fast and effective targeting of multiple audiences based on location and time of day, whilst making it easy to drive awareness and deliver high impact brand messaging to millions of commuters every week of the year.



75 million  
impacts  
every month



61 roadside  
screens  
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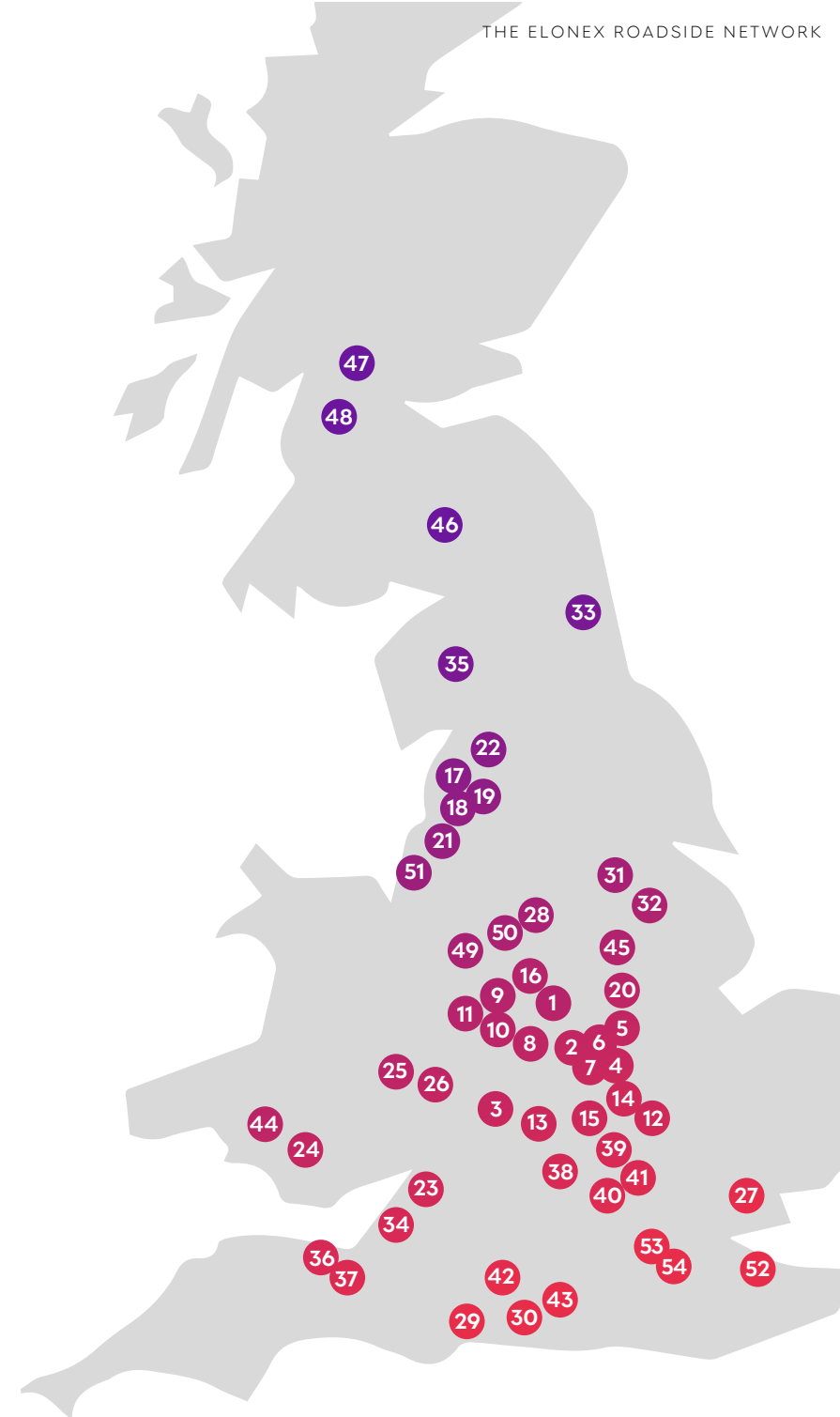
including  
11 iconic  
D96 screens



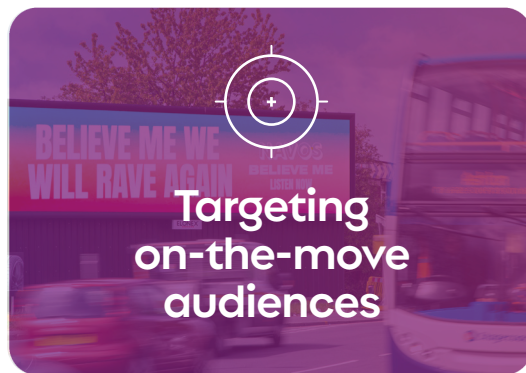
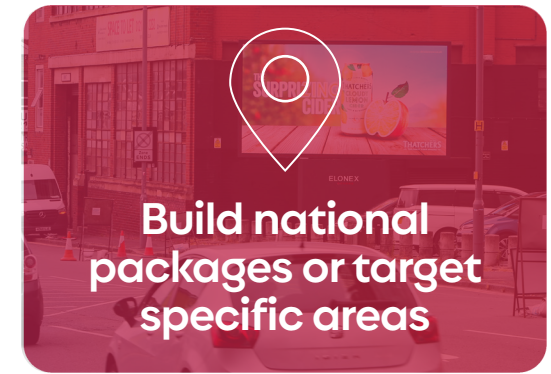
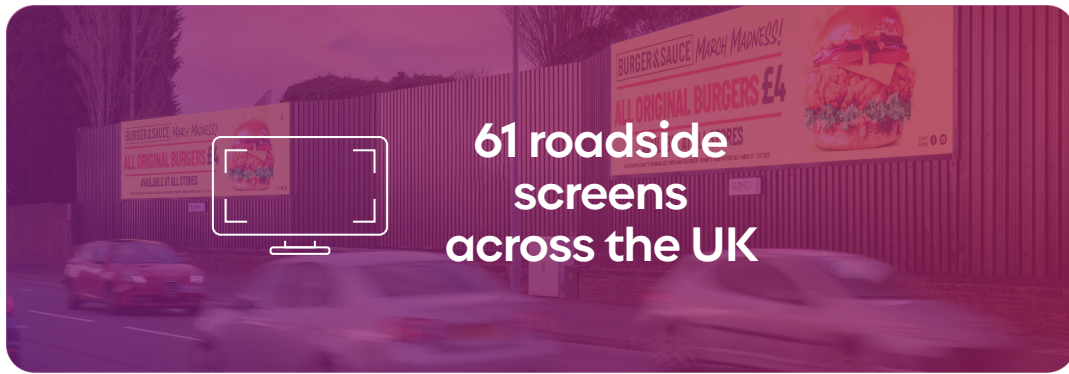
# all mapped out

- |  |   |
|--|---|
| 1 Starlights™   Birmingham, B7 5SA x2                | 28 Stafford M6 (J14/15)   ST15 0XE        |
| 2 Albert Street   Birmingham, B4 7NL                 | 29 Rownhams M27 (J7/8)   SO16 8AP         |
| 3 Southside 48   Birmingham, B5 6UU                  | 30 Rownhams M27 (J7/8)   SO16 8AP         |
| 4 Small Heath 48   Birmingham, B10 OHJ               | 31 Tibshelf M1 (J28/29)   DE55 5TZ        |
| 5 Dartmouth Middleway   Birmingham, B7 4LT           | 32 Tibshelf M1 (J28/29)   DE55 5TZ        |
| 6 Spotlight New Town Row   Birmingham, B6 4HP x2     | 33 Durham A1 (M)(J61/A177)   DH6 5NP      |
| 7 Spotlight Birmingham Road   Birmingham, B71 4JG x2 | 34 Sedgemoor M5 (J21/22)   BS26 2UF       |
| 8 A38 (M)   Birmingham, B6 4TN                       | 35 Killington Lake M6 (J36/37)   LA8 0NW  |
| 9 Tyburn Road City Outbound   Birmingham, B24 8NP    | 36 Taunton Deane M5 (J25/26)   TA3 7PF    |
| 10 Tyburn Road City Inbound   Birmingham, B24 8PT    | 37 Taunton Deane M5 (J25/26)   TA3 7PF    |
| 11 Farley Centre   West Bromwich, B70 7QU            | 38 Northampton M1 (J15A)   NN4 9QY        |
| 12 Northampton Town FC   Northampton, NN5 5QA        | 39 Northampton M1 (J15A)   NN4 9QY        |
| 13 Birmingham Lights   City Centre, B4 6SX           | 40 Watford Gap M1 (J16/17)   NN6 7UZ      |
| 14 Coventry City Centre   Coventry, CV1 1JD          | 41 Watford Gap M1 (J16/17)   NN6 7UZ      |
| 15 Butts Park Arena   Coventry, CV1 3GE x2           | 42 Sutton Scotney A34   SO21 3JY          |
| 16 Stafford Court   Wolverhampton, WV10 7EL          | 43 Sutton Scotney A34   SO21 3JY          |
| 17 Queens Road   Manchester, M40 7XH                 | 44 Pont Abraham M6 Toll (J6/7)   SA4 0FU  |
| 18 Ashton Old Road, Inbound   Manchester, M11 2DT    | 45 Norton Canes M6 Toll (J6/7)   WS11 9UX |
| 19 Ashton Old Road, Outbound   Manchester, M11 2NQ   | 46 Annadale Water A74 (M)(J16)   DG11 1HD |
| 20 Humberstone 48   Leicester, LE5 3AP               | 47 Bothwell M74 (J4/5)   G71 8BG          |
| 21 Warrington Wolves   Warrington, WA2 7NE           | 48 Hamilton M74 (J6/5)   ML3 6JW          |
| 22 Blackburn Rovers   Blackburn, BB2 4JF x2          | 49 Sandbach M6 (J16/17)   CW11 2FZ        |
| 23 Bristol Big Screens   Bristol, BS10 7TT x2        | 50 Sandbach M6 (J16/17)   CW11 2FZ        |
| 24 The Swansea.com Stadium   Swansea, SA1 2FA        | 51 Chester M56 (J14)   CH2 4QZ            |
| 25 Strensham Southbound   Worcester, WR8 0BZ         | 52 Maidstone M20 (J8)   ME17 1SS          |
| 26 Strensham Northbound   Worcester, WR8 0BV         | 53 Clacket Lane M25 (J5/6)   TN16 2ER     |
| 27 Basildon Hospital   Essex, SS16 5NL x2            | 54 Clacket Lane M25 (J5/6)   TN16 2ER     |

x2 = number of screens











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# ELONEX™



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