

Manchester City Domination

ADVERTISE ON THE
MANCHESTER BIG SCREENS

ELONEX™



Dominate Manchester on the Elonex Big Screens

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

Flexible and in real time, the Manchester 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.

Featuring a network of stand roadside Digital 96 sheets and PanVision @Arndale, book the Manchester Big Screens now and take your advertising to new heights!

Queens Road

Ashton Old Road (inbound)

Ashton Old Road (outbound)

The Arndale Shopping Centre

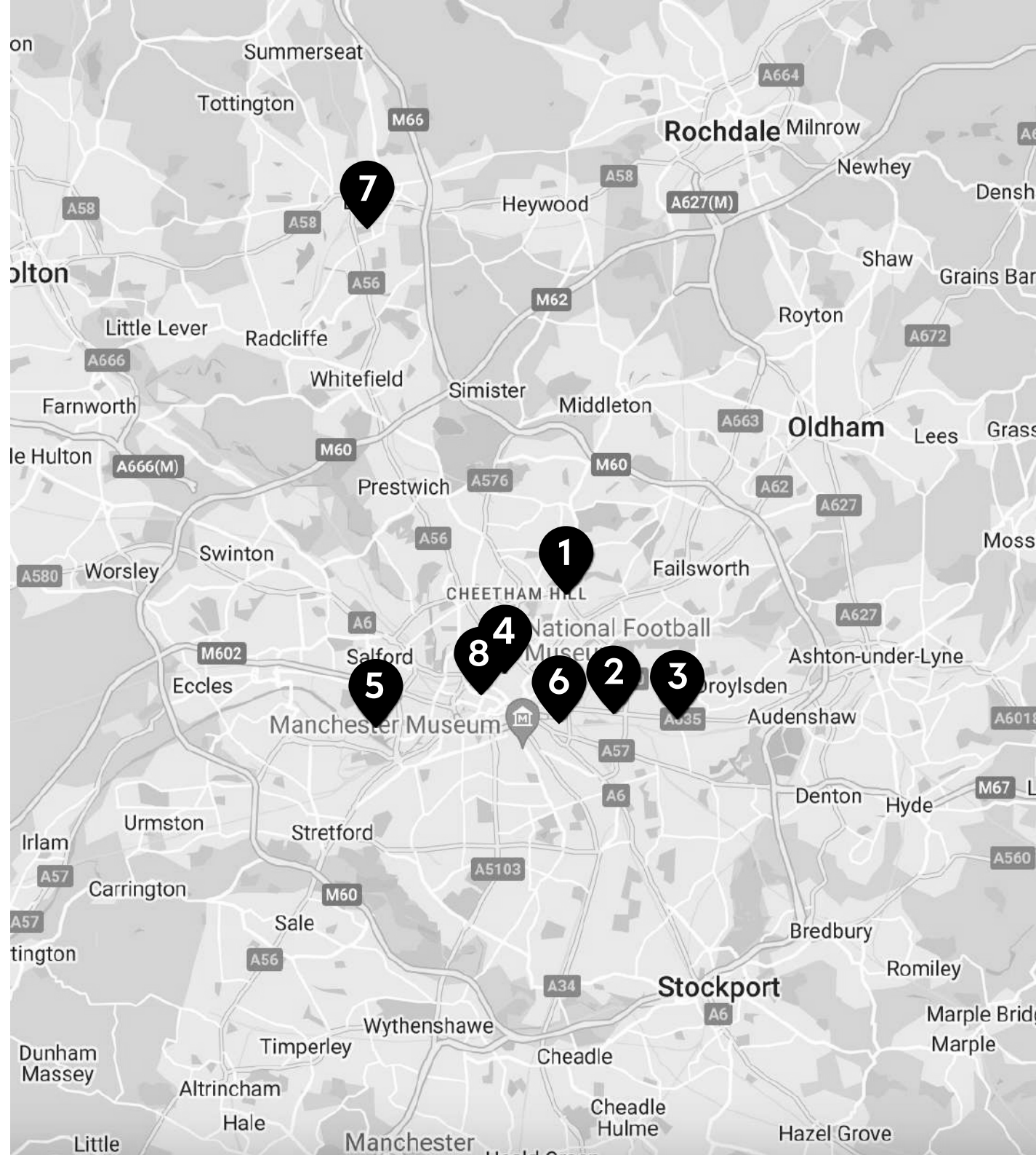
Quayside Media City

Powerleague

Bannatyne Health Club

Manchester screen locations

- 1 Queens Road
- 2 Ashton Old Road (inbound)
- 3 Ashton Old Road (outbound)
- 4 The Arndale Shopping Centre
- 5 Quayside Media City
- 6 Manchester Central Powerleague
- 7 Bury Powerleague
- 8 Manchester Bannatyne Health Club



The Arndale Shopping Centre

M4 3AQ

Connect with 40 million shoppers each year

The biggest inner-city shopping centre in the country and located at the core of Manchester's vibrant city centre. Manchester Arndale is home to over 200 stores, captures 40 million annual visitors and is renowned for its leading retail and leisure offering.

**PREMIUM
SHOPPING MALL
ADVERTISING**

 **Screens:** 4 x PanVision

 **Average Dwell Time:** 65 Minutes

 **Format:** Digital, Full Motion

 **Average Retail Spend:** £2.4 billion

Home to big brands including:

BURBERRY

HOLLISTER

Superdry.

COSTA

ALLSAINTS

JD

MICHAEL KORS

PANDORA

ELONEX™



Queens Road

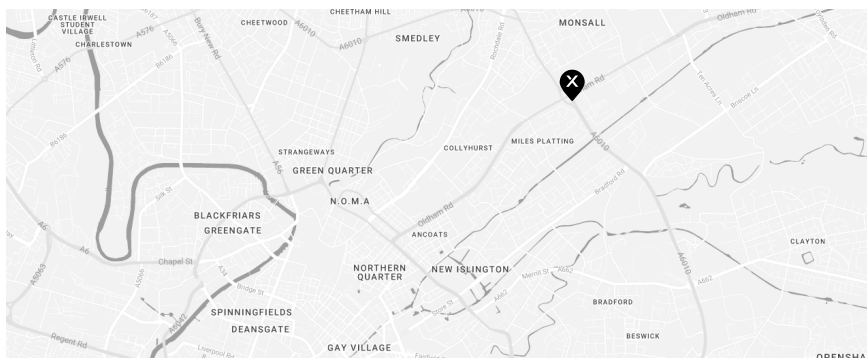
MANCHESTER, M40 7XH

Delivering an audience of 2.6 Million per fortnight

A brand new and high impact Digital 96 Sheet advertising screen, reaching big audiences for advertisers on the A6010 outer ring road, Manchester City Centre. Close to the city's Northern Quarter, this is a major commuter location that targets high volume traffic on one of the main arterial routes around Manchester City Centre. Stationary traffic at peak times, due to being located at a busy intersection with a multiple traffic light system, guarantees long audience dwell times to ensure campaigns running on this D96 really do demand attention.

✂ **SCREEN SIZE:** Digital 96 Sheets

📄 **FORMAT:** Digital, Static



Ashton Old Road

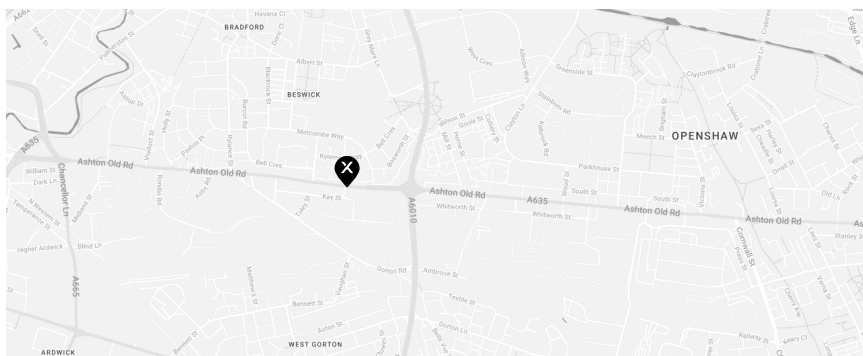
CITY INBOUND, M11 2DT

Delivering an audience of 1.5 Million per fortnight

A brand new and high impact Digital 96 Sheet advertising screen, reaching big audiences for advertisers on the A635 eastern approach to Manchester City Centre. This is a prime commuter location, which targets high volume traffic travelling immediately into the city centre, and also big number visitors to close by retail parks and supermarkets. The site further benefits from being situated between traffic lights on one of the city's busiest arterial routes, to demand attention, provide stationary traffic and deliver long audience dwell times.

✂ **SCREEN SIZE:** Digital 96 Sheets

📄 **FORMAT:** Digital, Static



Ashton Old Road

CITY OUTBOUND, M11 2NQ

Delivering an audience of 1.6 Million per fortnight

A brand new and high impact Digital 96 Sheet advertising screen, reaching big audiences for advertisers on the A635 eastern exit from Manchester City Centre. This is a prime commuter location, which targets high volume traffic travelling immediately from the city centre towards the M60, and also big number visitors to close by retail parks and supermarkets. The site further benefits from being situated between traffic lights on one of the city's busiest arterial routes, to demand attention, provide stationary traffic and deliver long audience dwell times.

✕ **SCREEN SIZE:** Digital 96 Sheets

📄 **FORMAT:** Digital, Static



Quayside Media City

M50 3AH

Delivering an annual footfall of 4.2 Million

A prime waterfront destination within MediaCityUK and Manchester's only outlet mall with 85 stores on two floors offering designer shopping all year round. Retailers include famous clothing brands including Whistles and Flannels, as well as homeware and cosmetic companies. After shopping visitors can unwind at the 400 seat food court with restaurants and cafes, and also visit the outlet's health and fitness centre and a seven screen cinema.

 **Screens:** 10 x Digital 6 Sheets

 **Format:** Digital, Full Motion

- **Outlets:** 85 stores
- **Manchester's only outlet mall**



ELONEX™



100% FULL MOTION

Bannatyne

Health Club & Spa

High impact Digital Out of Home advertising that delivers exclusive access to hard-to-reach affluent audiences focussed on wellbeing.

A Bannatyne Health Club is much more than just a gym, it's a lifestyle. State-of-the-art gym equipment and an extensive selection of exercise classes are perfectly complemented by luxurious swimming pools and spa facilities, and there's a relaxed social scene taking place with Starbucks and inviting Cafe Bars to unwind in.

Place your brand front and centre of this highly desired lifestyle environment by advertising at Bannatyne Health Clubs!

✂ **SCREEN SIZE:** Digital 6 Sheet

📄 **FORMAT:** Digital, Full Motion





POWERLEAGUE

A new & unique Digital Out of Home advertising opportunity at the UK's number one provider of small side football.

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!

✂ **SCREEN SIZE:** Digital 6 Sheet

📄 **FORMAT:** Digital, Full Motion

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