

# Manchester City Domination

ADVERTISE ON THE  
MANCHESTER BIG SCREENS

ELONEX™

 **route**  
outdoor media analytics

# 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 MediaCity

MediaCity Mega 6

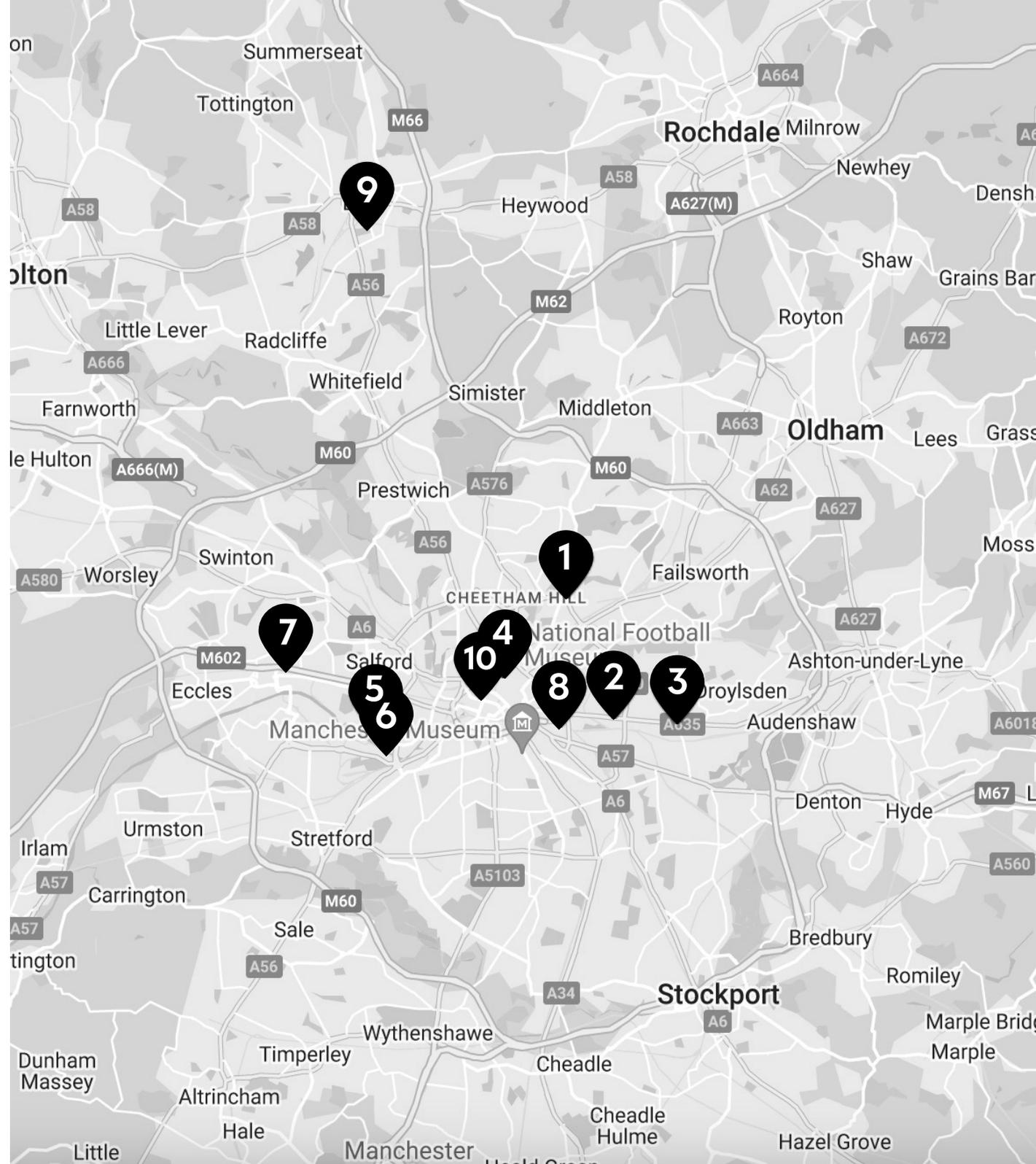
Bentcliffe Way

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 MediaCity Mega 6
- 6 Quayside MediaCity
- 7 Bentcliffe Way
- 8 Manchester Central Powerleague
- 9 Bury Powerleague
- 10 Manchester Bannatyne Health Club



# Queens Road

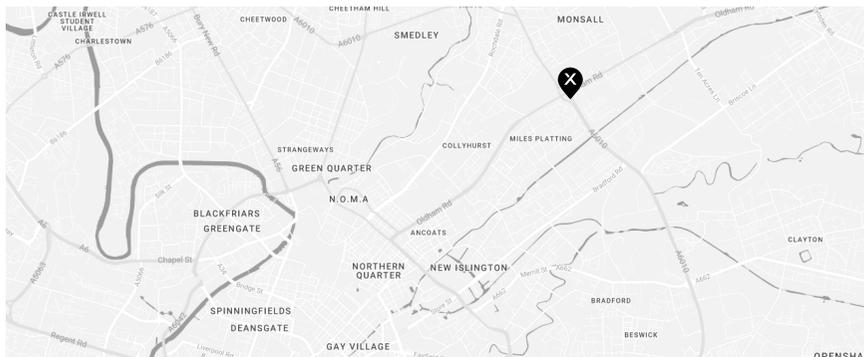
MANCHESTER, M40 7XH

**Delivering an audience of over 785,000 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

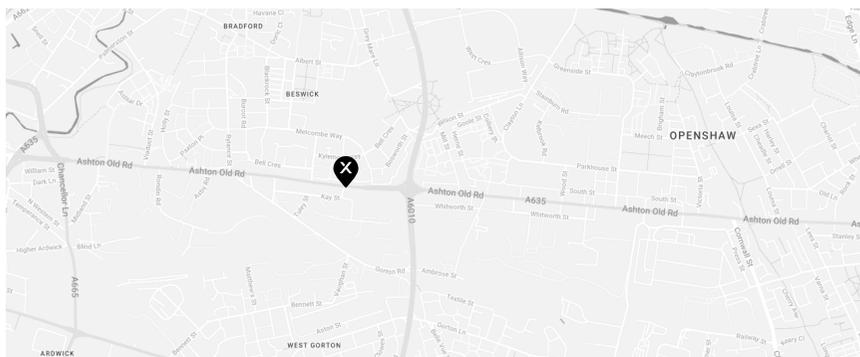
CITY INBOUND, M11 2DT

**Delivering an audience of over 366,000 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

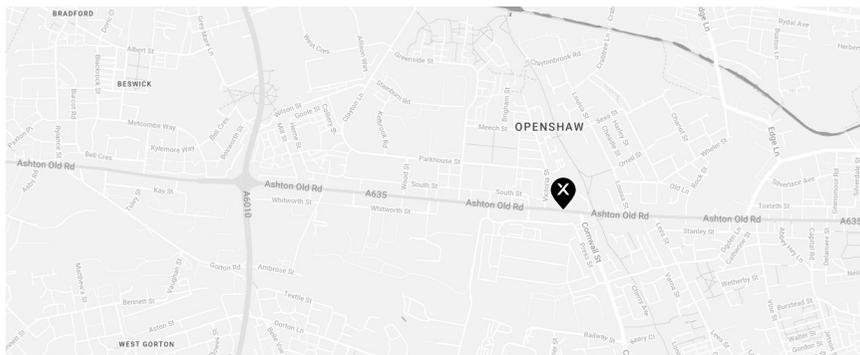
CITY OUTBOUND, M11 2NQ

**Delivering an audience of over 407,000 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



# The Arndale Shopping Centre

M4 3AQ

**Delivering and audience of 14 million per fortnight**

The biggest inner-city shopping centre in the country ad 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**





**COSTA**

**ALLSAINTS**



**MICHAEL KORS**

**PANDORA**

**ELONEX™**



# MediaCity Mega6

Broadway Roundabout, Salford Quays,  
Manchester, M50 3BG

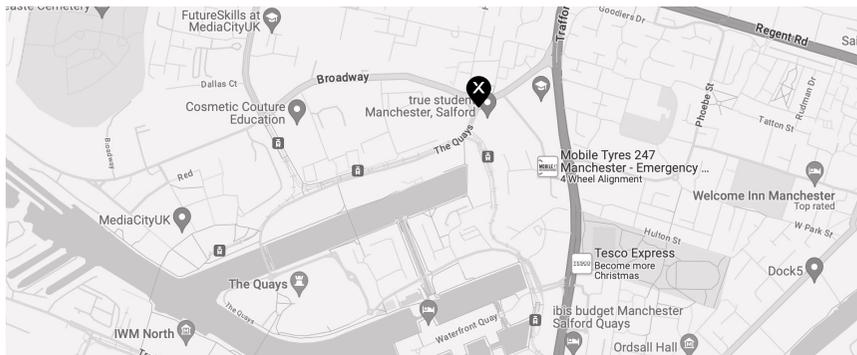
**Delivering an audience of 885,500 per fortnight**

A brand new, landmark Digital Mega6 advertising screen situated in a premium location on the primary route into Salford Quays, MediaCity in Manchester. Accessed from Trafford Road to the east and Gilda Brook Road to the west, this imposing Mega6 sits at the heart of where MediaCity connects with the wider Salford and Manchester area, and targets high volume traffic around the city's most vibrant business, leisure and retail destination.

 **SCREEN TYPE:** Digital Mega6 Sheet

 **SCREEN SIZE:** 7.5m x 5m

 **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**



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# Bentcliffe Way

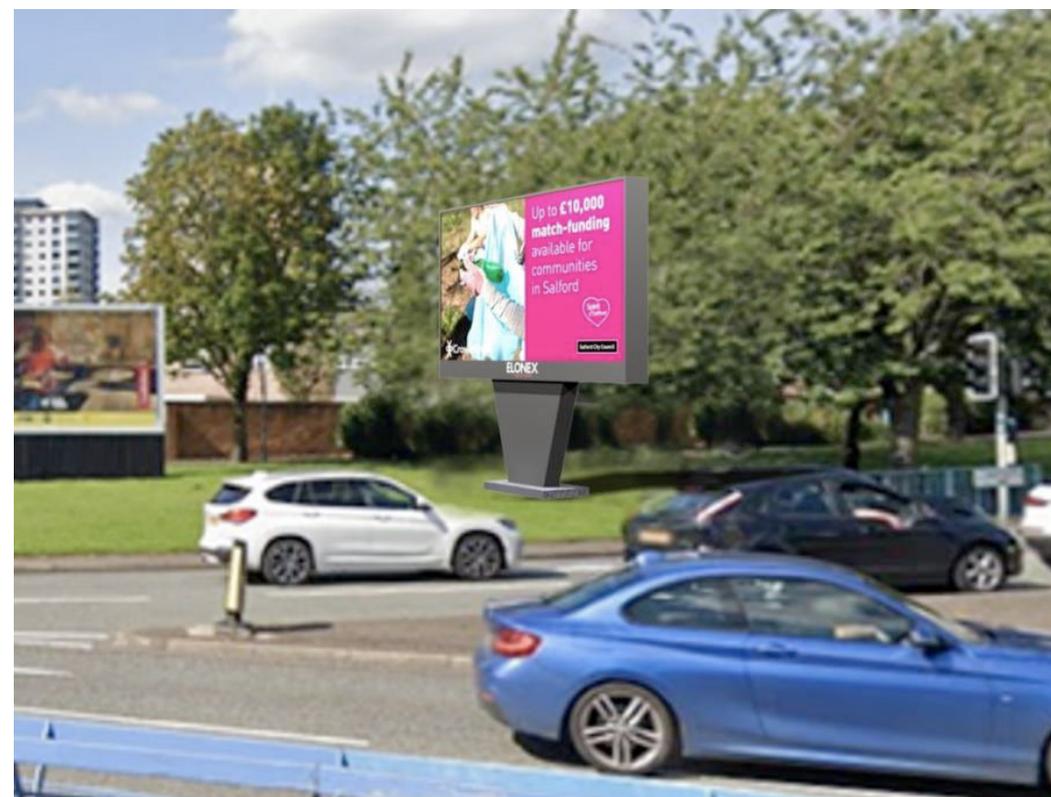
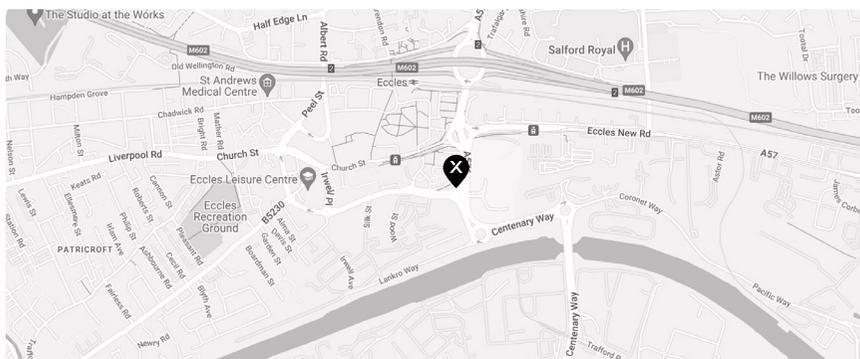
Salford, Manchester M30 0EE

**Delivering an audience of 415,000 per fortnight**

A standout Digital 48 Sheet located on Bentcliffe Way in Salford targeting high volume traffic approaching from the east towards all major Manchester destinations, including MediaCity, the M602 and the City Centre. Immediately opposite West One Retail Park, this digital out of home structure is elevated to maximise engagement and further strengthens the Elonex network of digital advertising screens positioned in key Manchester locations.

 **SCREEN TYPE:** Digital 48 Sheet

 **FORMAT:** Digital, Static





# POWERLEAGUE

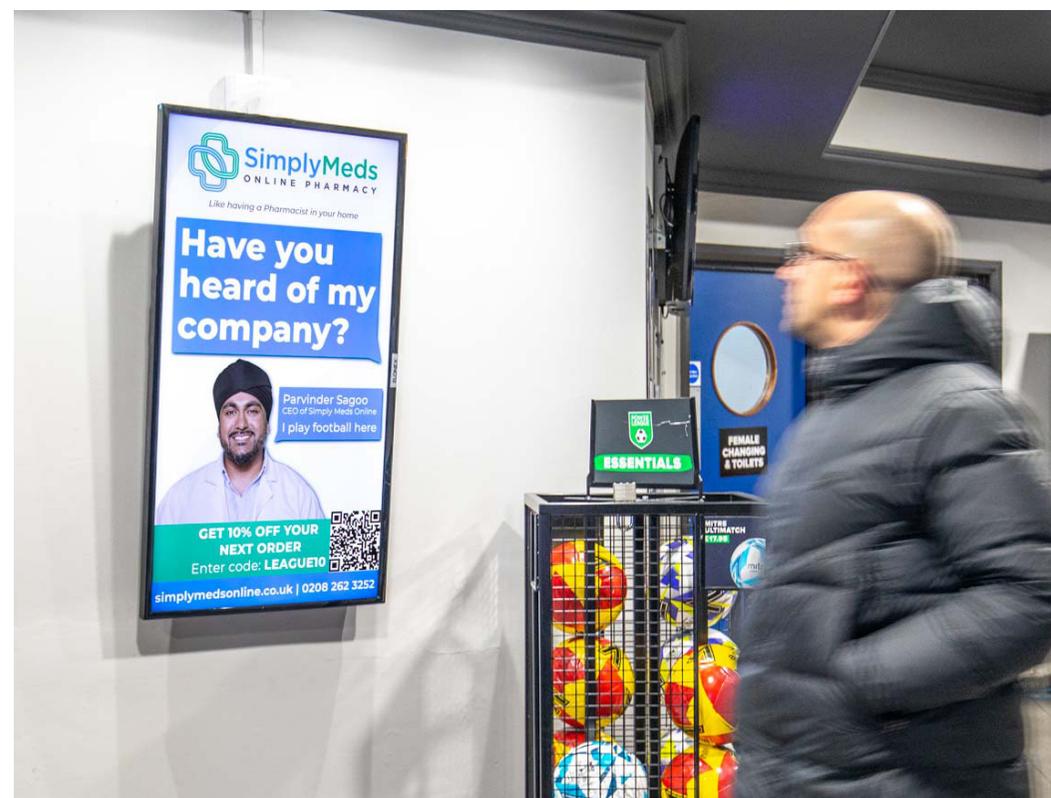
A new & unique Digital Out of Home advertising opportunity at the UK's number one provider of small side football.

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



# 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

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## Contact

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