



# The Roadside Network

Large format roadside advertising across the UK

**ELONEX™**

**ROUTE**

# 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, conveying 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

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.



# 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.



**BUILD NATIONAL PACKAGES OR TARGET SPECIFIC AREAS**





38 ROADSIDE SCREENS DELIVERING OVER

32.3 million impacts  
every fortnight



# Targeting on-the-move audiences

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.



**STRATEGICALLY PLACED IN AND  
AROUND BIG TOWNS & CITIES**



# Roadside coverage

- 1 Hagley Road BIRMINGHAM, B66 4AU
- 2 Albert Street BIRMINGHAM, B4 7NL
- 3 Southside 48 BIRMINGHAM, B5 6UU
- 4 Dartmouth Middleway BIRMINGHAM, B7 4LT **x2**
- 5 Spotlight New Town Row BIRMINGHAM, B6 4HP **x2**
- 6 Spotlight Birmingham Road BIRMINGHAM, B71 4JQ
- 7 Digbeth D96 BIRMINGHAM, B12 0LD
- 8 A38 (M) BIRMINGHAM, B6 4TN
- 9 Tyburn Road City Outbound BIRMINGHAM, B24 8NP
- 10 Tyburn Road City Inbound BIRMINGHAM, B24 8PT
- 11 Coventry Road D96 BIRMINGHAM, B25 8DF
- 12 Farley Centre WEST BROMWICH, B70 7QU
- 13 Northampton Town FC NORTHAMPTON, NN5 5QA
- 14 Coventry CV1 Millenium Place CV1 1JD
- 15 Coventry CV1 Butts Park Road CV1 3GE **x2**
- 16 Coventry City Mega48 CV6 6GE

- 17 Coventry Ring Road CV1 2TE **x2**
- 18 Coventry One CV3 6TA **x2**
- 19 The Rochdale D96 GREATER MANCHESTER, M17 1AB
- 20 MediaCity Mega 6 MANCHESTER, M50 3BG
- 21 Bentcliffe Way MANCHESTER, M30 0EE
- 22 Queens Road MANCHESTER, M40 7XH
- 23 Ashton Old Road, Inbound MANCHESTER, M11 2DT
- 24 Ashton Old Road, Outbound MANCHESTER, M11 2NQ
- 25 Humberstone 48 LEICESTER, LE5 3AP
- 26 Warrington Wolves WARRINGTON, WA2 7NE
- 27 Blackburn Rovers BLACKBURN, BB2 4JF **x2**
- 28 Bristol Big Screens BRISTOL, BS10 7TT **x2**
- 29 The Swansea.com Stadium SWANSEA, SA1 2FA
- 30 Liver Birds D96 LIVERPOOL, L6 1AP
- 31 Solihull Town Centre L6 1AP



# Digital 96 Sheets

Large format Digital 96 sheet advertising screens that are iconic in nature, propel messaging to new levels, reach huge audiences, and make brands famous.



**DELIVERING OVER 16 MILLION  
IMPACTS EVERY FORTNIGHT**

- Spotlight Birmingham Road
- Spotlight New Town Row, Birmingham
- Coventry Road D96, Birmingham
- Digbeth D96, Birmingham
- Queens Road, Manchester
- Ashton Old Road, Manchester Inbound
- Ashton Old Road, Manchester Outbound
- The Rochdale D96, Greater Manchester
- Warrington Wolves
- Liver Birds D96, Liverpool
- Coventry Ring Road D96s



# Digital 48 Sheets

Achieve mass coverage across the UK on stand out Digital 48 sheets that are strategically positioned to target big audiences and build major brand awareness.



**DELIVERING OVER 13.9 MILLION IMPACTS EVERY FORTNIGHT**

- Humberstone 48
- Bristol Big Screens
- Swansea.com Stadium
- Dartmouth Middleway
- Stafford Court
- Birmingham A38(M)
- Tyburn Road
- 100 Tyburn Road
- Coventry City Centre D48s
- Southside 48
- Butts Park Arena
- Coventry City Centre
- Farley Centre
- Albert Street
- Bentcliffe Way
- Coventry Mega D48
- Northampton Town FC
- Hagley Road



# Mega 6 Sheets

Iconic and simply unmissable, Digital Mega 6 sheets are designed for brands who are determined to make big statements and leave lasting impressions.



**STOP - AND - STARE SCREENS**



**SPECIAL BUILD, XL FORMAT**

- MediaCity Mega 6, Manchester
- Blackburn Rovers Inbound
- Blackburn Rovers Outbound



Pretty Romantic  
Pretty Magical  
**PRETTY WOMAN** THE MUSICAL  
BOOK NOW FOR A BIG NIGHT OUT. BIG. HUGE.  
ALEXANDRA  
TUE 17 - SAT 28 OCT  
ATG TICKETS | ATGTICKETS.COM | WIRMINHAM

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# Talk to us

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**ROUTE**