

The Coventry Big Screens

ADVERTISE ON THE
ELONEX DOOH SCREENS

ELONEXTM



Dominate Coventry on the Elonex Big Screens

Rich in history and heritage and home to two leading Universities, Coventry is currently embarking on an exciting future as the UK City of Culture 2021 and a host city for the Commonwealth Games 2022.

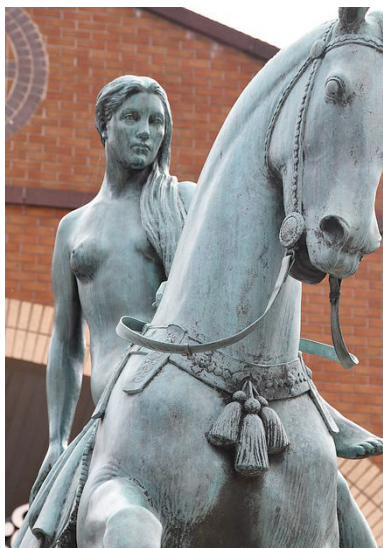
Renowned for being the home of the UK car industry, Coventry continues to push boundaries in technology and innovation, and is rapidly becoming a leading international business hub for modern, new and progressive industries.

Couple that with a young and vibrant community, including an exciting student scene, and Coventry offers advertisers big rewards, with the Elonex Big Screens delivering huge audiences for those wanting to reach big cities with both national and well-targeted local advertising campaigns.



Coventry

Coventry is at the heart of a vibrant economic area, which is the location of choice for many of the world's leading companies including Jaguar LandRover, BMW, E.ON, London Electric Vehicle Company (former LTC) and IBM.

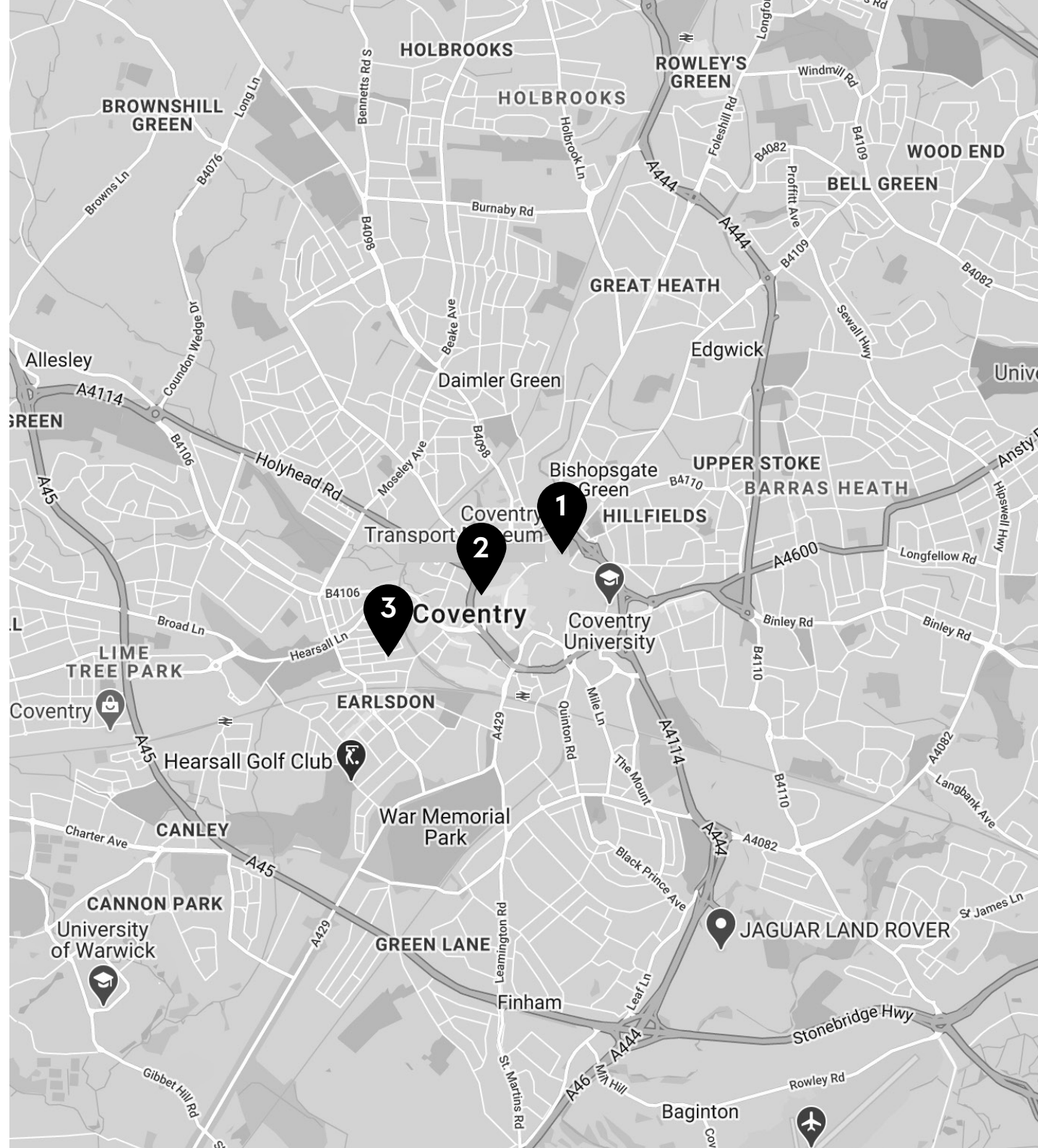


Coventry's dominant business sectors:

- Aerospace
- Automotive
- Rail
- Digital & Creative
- Gaming
- Energy and Low Carbon Technologies
- Low Carbon Vehicles
- Connected and Autonomous Vehicles
- Business, Professional & Financial Services
- Advanced Manufacturing & Engineering

Coventry city screen locations

- 1 City Centre Transport Museum
- 2 Skydome Coventry
- 3 Butts Park Arena







Coventry City Transport Museum

Millenium Place, CV1 1JD

Delivering an audience of 160,000 per fortnight.

A brand new proposition for advertisers and a unique opportunity to reach big city centre audiences in Coventry, which is rich in history and heritage, home to two leading Universities and currently embarking on an exciting future as the UK City of Culture 2021 and a host city for the Commonwealth Games 2022.

Located right at the heart of the city, both geographically and where homage is paid to what the city's proud roots are built upon, this stand out, full motion, Digital 48 Sheet advertising screen is unmissable to visitors to all city centre attractions, including Coventry's main retail, hospitality, entertainment and student zones.

-  **SCREEN SIZE:** 6m x 3m
-  **FORMAT:** Digital, Full Motion
-  **Digital 48 Sheet Screen**
-  **Local Population:** 432,386 (9th biggest city in England)

ELONEX™



THE COVENTRY BIG SCREENS

Skydome Coventry

Coventry, Croft Road CV1 3AZ

Delivering an Audience of 860,000 Per Fortnight

NEW! Roadside D48 immediately outside Skydome in the heart of Coventry City Centre. Skydome is Coventry's premier leisure and entertainment destination, includes a 9 screen Odeon Cinema, Pure Gym, Casino, a multi-use ice rink, multiple bars and restaurants and a 779 space multi-storey car park. As well as targeting tens of thousands of visitors to Skydome each year, this new D48 directly faces a busy city centre route to and from the City's Ring Road just yards away. Coventry also offers a higher than average population of young adult's aged between 15-24, with 33,000 students attending Coventry University.

 **SCREEN SIZE:** 4.32 x 2.88m

 **FORMAT:** Digital, Static

 **Coventry City Centre**

 **24/7 Audiences**



**ROADSIDE
DIGITAL
48 SHEET**



Butts Park Arena

Coventry CV13GE




Delivering an audience of 430,000 per fortnight

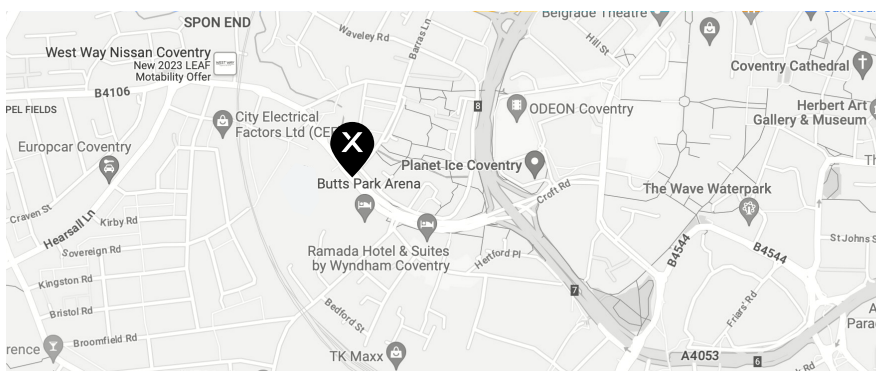
These two new Digital 48 Sheets target high volume traffic travelling in both directions along the busy Butts Road, just one mile away from Coventry City Centre.

Dominating the landscape and reaching big audiences heading to and from the city centre, as well as to and from the city's famous inner ring road, these two new Digital 48 Sheets demand attention, enjoy long dwell times at peak traffic hours and provide a unique Digital Out of Home proposition in the city of Coventry.

2 X D48s



-  **SCREEN SIZE:** 2 x Digital 48 Sheets
-  **FORMAT:** Digital, Static
-  **Immediately outside Butts Park Arena, the home of Coventry Rugby**





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