The Roadside Network

64 ROADSIDE SCREENS ACROSS THE UK

ELONEX™

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.

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.
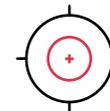
75 million impacts every month

64 roadside screens across the UK

including 11 iconic D96 screens

ELONEX™

BURGER&SAUCE *MARCH MADNESS!*

ALL ORIGINAL BURGERS £4

AVAILABLE AT ALL STORES

64 ROADSIDE SCREENS DELIVERING OVER

75,000,000 impacts
every month

all mapped out

1   Starlights™ | Birmingham, B7 5SA   **x2**
2   Albert Street | Birmingham, B4 7NL
3   Southside 48 | Birmingham, B5 6UU
4   Small Heath 48 | Birmingham, B10 0HJ
5   Dartmouth Middleway | Birmingham, B7 4LT
6   Spotlight New Town Row | Birmingham, B6 4HP   **x2**
7   Spotlight Birmingham Road | Birmingham, B71 4JQ   **x2**
8   A38 (M) | Birmingham, B6 4TN
9   Tyburn Road City Outbound | Birmingham, B24 8NP
10   Tyburn Road City Inbound | Birmingham, B24 8PT
11   Farley Centre | West Bromwich, B70 7QU
12   Northampton Town FC | Northampton, NN5 5QA
13   Birmingham Lights | City Centre, B4 6SX
14   Coventry City Centre | Coventry, CV1 1JD
15   Butts Park Arena | Coventry, CV1 3GE   **x2**
16   Stafford Court | Wolverhampton, WV10 7EL
17   Queens Road | Manchester, M40 7XH
18   Ashton Old Road, Inbound | Manchester, M11 2DT
19   Ashton Old Road, Outbound | Manchester, M11 2NQ
20   Humberstone 48 | Leicester, LE5 3AP
21   Warrington Wolves | Warrington, WA2 7NE
22   Blackburn Rovers | Blackburn, BB2 4JF   **x2**
23   Bristol Big Screens | Bristol, BS10 7TT   **x2**
24   The Swansea.com Stadium | Swansea, SA1 2FA
25   Strensham Southbound | Worcester, WR8 0BZ
26   Strensham Northbound | Worcester, WR8 0BV
27   Basildon Hospital | Essex, SS16 5NL   **x2**
28   Stafford | M6 (J14/15) | ST15 0XE

29   Rownhams   M27 (J7/8) | SO16 8AP
30   Rownhams   M27 (J7/8) | SO16 8AP
31   Tibshelf   M1 (J28/29) | DE55 5TZ
32   Tibshelf   M1 (J28/29) | DE55 5TZ
33   Durham   A1 (M)(J61/A177) | DH6 5NP
34   Sedgemoor   M5 (J21/22) | BS26 2UF
35   Killington Lake   M6 (J36/37) | LA8 0NW
36   Taunton Deane   M5 (J25/26) | TA3 7PF
37   Taunton Deane   M5 (J25/26) | TA3 7PF
38   Northampton   M1 (J15A) | NN4 9QY
39   Northampton   M1 (J15A) | NN4 9QY
40   Watford Gap   M1 (J16/17) | NN6 7UZ
41   Watford Gap   M1 (J16/17) | NN6 7UZ
42   Sutton Scotney   A34 | SO21 3JY
43   Sutton Scotney   A34 | SO21 3JY
44   Pont Abraham   M6 Toll (J6/7) | SA4 0FU
45   Norton Canes   M6 Toll (J6/7) | WS11 9UX
46   Annadale Water   A74 (M)(J16) | DG11 1HD
47   Bothwell   M74 (J4/5) | G71 8BG
48   Hamilton   M74 (J6/5) | ML3 6JW
49   Sandbach   M6 (J16/17) | CW11 2FZ
50   Sandbach   M6 (J16/17) | CW11 2FZ
51   Chester   M56 (J14) | CH2 4QZ
52   Maidstone   M20 (J8) | ME17 1SS
53   Clacket Lane   M25 (J5/6) | TN16 2ER
54   Clacket Lane   M25 (J5/6) | TN16 2ER
55   Bentcliffe Way | Manchester, M30 0EE
56   MediaCity Mega 6 | Manchester, M50 3BG
57   Hagley Road | Birmingham, B66 4AU
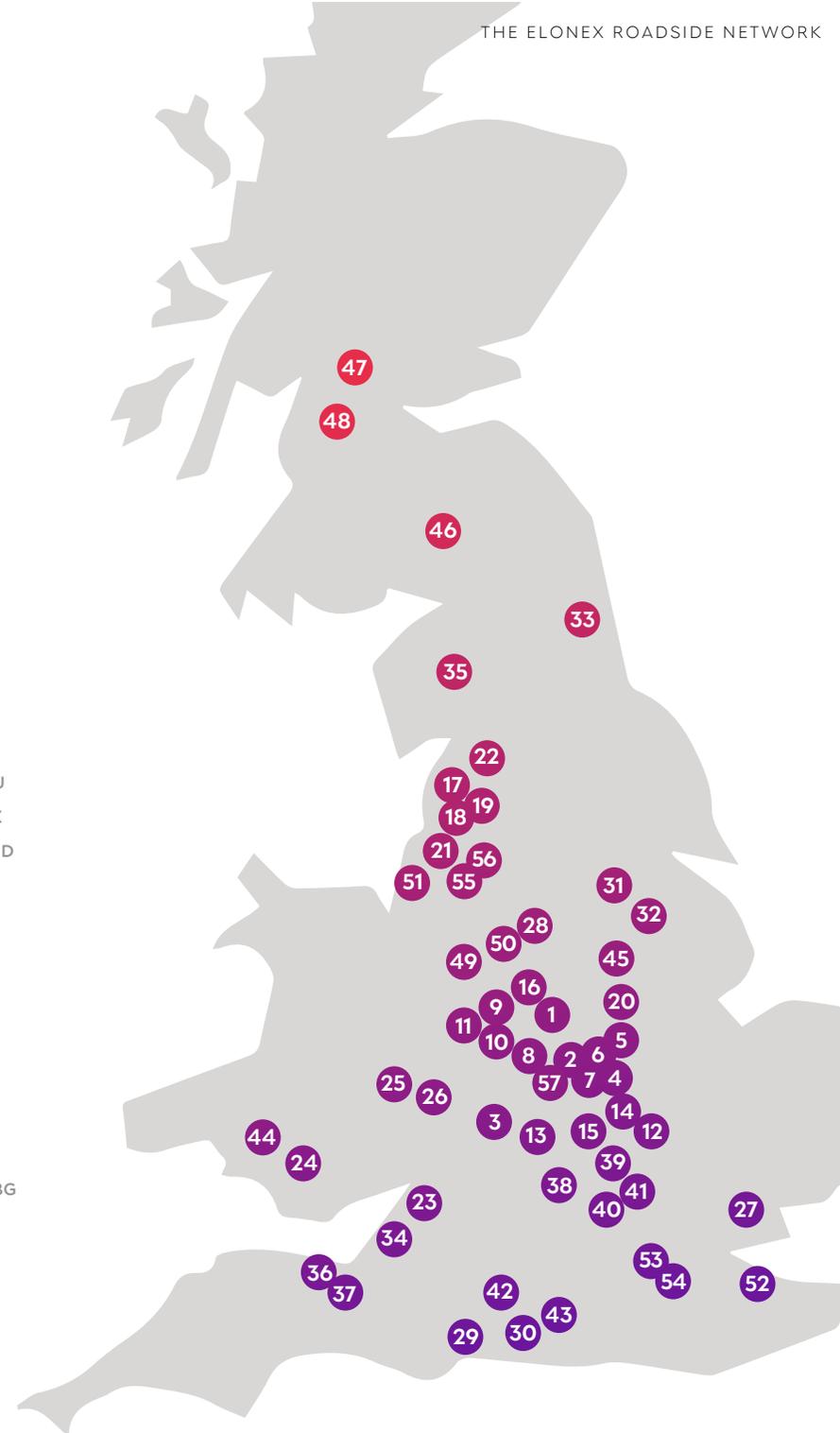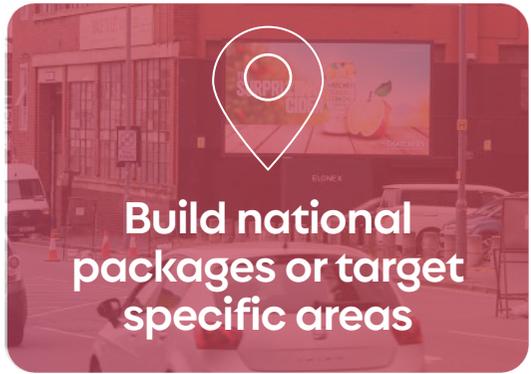
x2 = number of screens

64 roadside screens across the UK

Build national packages or target specific areas

Strategically placed in and around big towns and cities

Targeting on-the-move audiences

ELONEX™

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