



Raised Lamppost Banners Sales Information

In partnership with



Why outdoor advertising?

Impact. Action. Relevance. Creativity. Four words that define why Out-of-Home should be on all media plans.

Why lamppost banners?

Raised Media leads to 2.5 times better recall rates. Proximity allows you to influence your target market. Flexible and cost effective medium which gives your brand ownership of the street scene.

Is it easy?

We have experienced sales staff to talk you through the whole process and a dedicated studio that can create bespoke artworks.

Bay Media looks after the production, installation, maintenance during term and removal at the end of the campaign.

From receipt of a confirmed order and approved artwork we can get your campaign up in 7 working days.

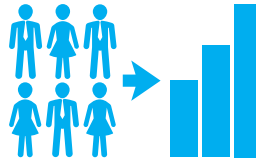
Fast Facts



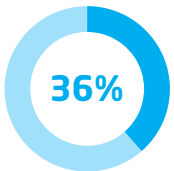
Capital City of Wales



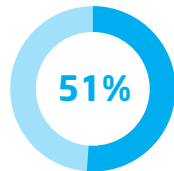
Largest urban area in the country



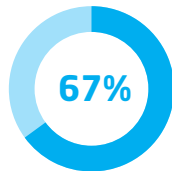
Population of 346,100 with a further 1.4m living within a 45 minute drive of the city



36% (123,600) of Cardiff residents are aged 0-24



51% (177,000) of Cardiff residents are aged 25-64



67% of 15-74 year olds are economically active



14.8M visitors to Cardiff per year



Cardiff Fact Sheet - 335 sites (670 faces)



Technical Information

2000 x 785mm
StormSpill® Banner System

Production Information

PVC Double Sided Banner



Demographic Information

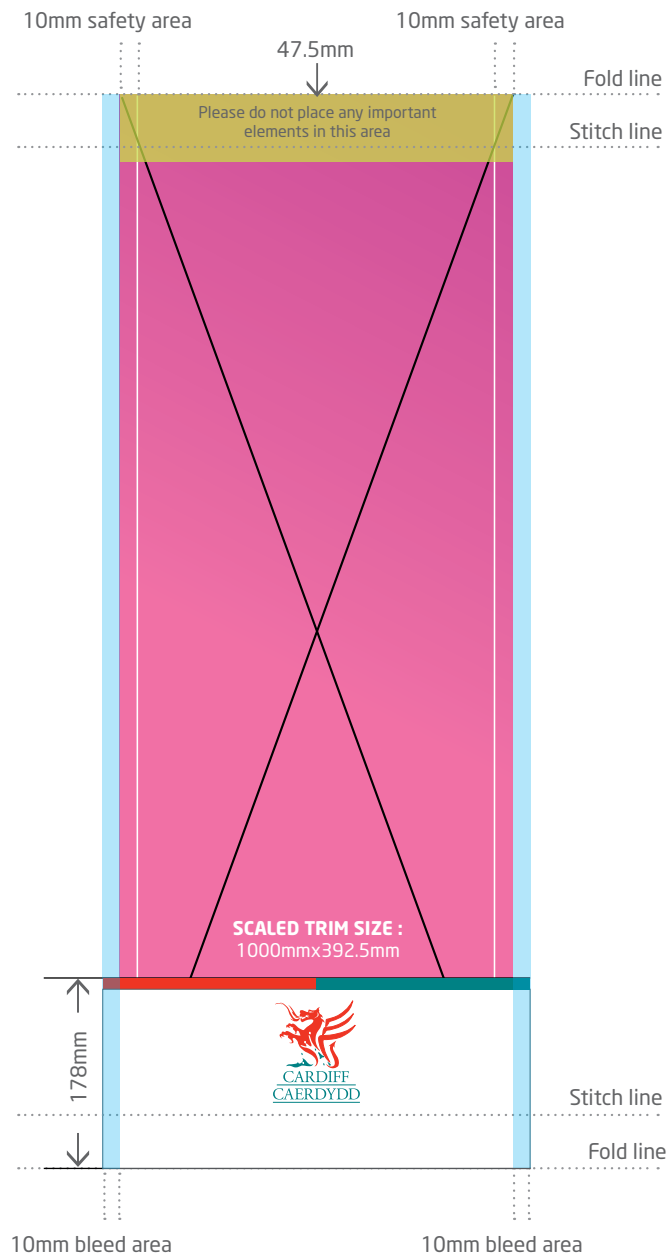
346,100 residents [2011 Census]
2,500 people per km² [2011 Census]

Attractions

Principality Stadium
Motorpoint Arena
Millennium Centre
Cardiff Castle

Road	No. of banners
A48 Western Avenue	10
A469 Whitchurch Road	11
Merthyr Road	9
B4261 City Road	31
A469 Albany Road	15
Wellfield Road	9
A469 Crwys Road	15
B4487 Newport Road	16
A4161 Newport Road	42
B4267 Leckwith Road	15
B4562 Station Road	9
Ty-Glas Avenue	11
Parc Ty Glas	7
Hadfield Road	26
A4160 Penarth Road	21
Ferry Road	22
Olympian Drive	12
Empire Way	5
Watkiss Way	9
International Drive	12
A470 North Road	6
A4161 North Road	13
Cowbridge Road East	9

2000mm x 785mm @ 50%



Bay Media artwork specifications

How to set up your files:

- Any image used must be at 320ppi to scale within the template.
- Final artwork should be saved as a high-res .pdf with outlined fonts and must be at 50% scale.
- Please make sure that all of your elements are converted to CMYK profile.
- If necessary please specify CMYK/PANTONE colour or supply colour chip/CMYK split.

How to send your files:

E-mail to:

studio@baymedia.co.uk (**only files under 5MB**) and cc in your Account Manager.

Upload to our FTP server:

host: 82.153.198.34
user: bayclients
password: colourinspires693

Alternatively you can use wetransfer.com and send the file directly to studio@baymedia.co.uk.

If you have any queries give us a call on:
0208 343 2525