



marketingforce
sponsorship experts

Roundabout Sponsorship Signs

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 roundabout signs?

Roundabout sponsorship provides a 24/7 advertising opportunity, viewed by 1,000's of road users every day.

Is it easy?

We have experienced staff to talk you through the whole process and a dedicated design studio that can create bespoke artwork. Marketingforce looks after the production, delivery, installation, and maintenance of the signs during term and removal at the end of the campaign. From receipt of a confirmed order and approved artwork we can get your signage 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 - 34 sites



Sponsored Sites

Tyndall Street/Central Link Roundabout
Ferry Road/A4232/A4055 Morrisons
Southern Way A48/Llanederyn Side
Hemmingway Road/OS County Hall
Ty Nant Court Road/Pugh Garden Centre
A4232 Rover Way/Lamby Way
A48/Cypress Drive
Ocean Way
A48 Eastern Avenue/Pentwyn Link Road
Stuart Road/Eleanor Place/Techniquest
Thornhill Drive/Excalibur Drive
Central Link/Hemmingway Road
Excelsior Road (By Tesco Extra)
Ferry Road (adj to Ikea)
Ferry Road (bottom) Lidl
Ferry Road (middle)
Lamby Way Roundabout
Llantrisant Road/Clos Parc Radyr
Llantrisant Road/Danescourt Roundabout
Llantrisant Road/Heol Isaf
Llantrisant Road/Waterhall Road
Newport Road/Llaneirwg Way
Newport Road/Norwich Road
Ocean Way/Portmanmoor Road
Park Road/Kelston Road
Rhydelig Ave outside University Hospital Wales
Ynys Bridge/Ty Nant Road
Heliport Roundabout (Ocean Way/Rover Way)
Llanederyn Roundabout Park Inn (Circle Way East/West)
Jct 30 M4/A4232
Jct Heol Pontprennau/Dering Road
Newport Road/Southern Way, Penylan
Queensgate Jct/Pierhead Street/Central Link, Butetown
Culverhouse Cross/A4232/Cowbridge Road West

Technical Information

914mm x 457mm
1245mm x 610mm
1778mm x 813mm

Production Information

3mm di-bond aluminium board,
with a digitally printed vinyl
overlay. Has a life span of up to
15 years.

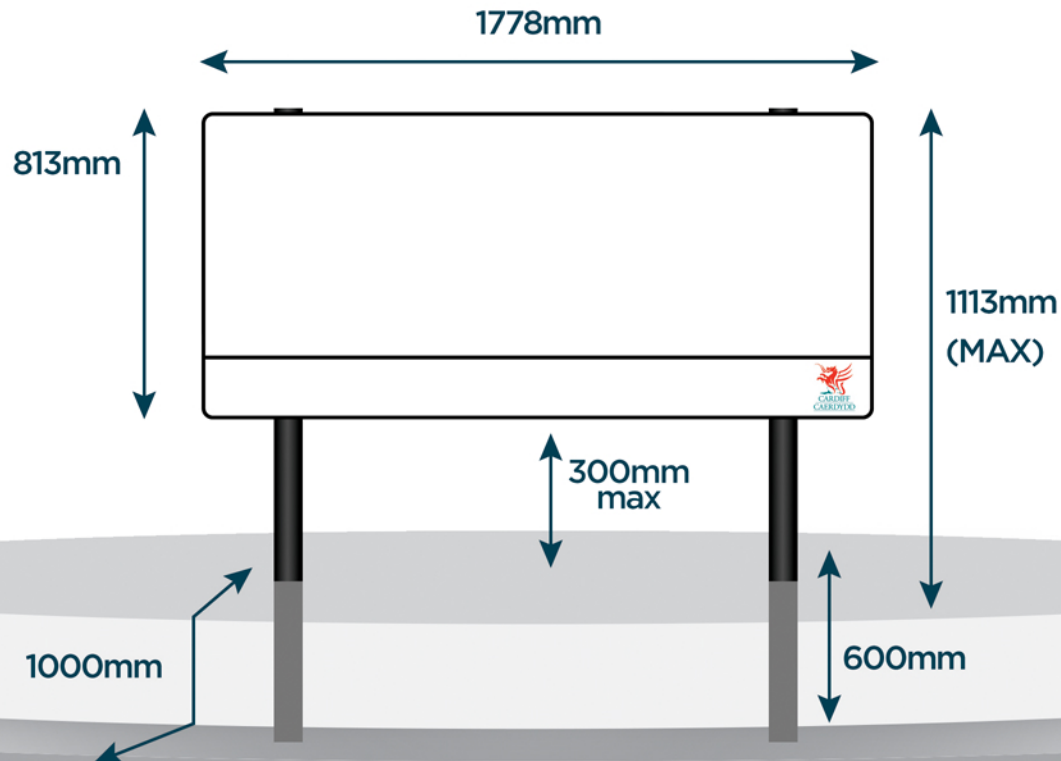
Demographic Information

346,100 residents (2011 Census)
2,500 people per km² (2011 Census)

Attractions

Principality Stadium
Motorpoint Arena
Millenium Centre
Cardiff Castle

Marketingforce artwork specifications



What can I include?

You may display your company name / logo along with a short business message and contact details in the form of a website, address or telephone number. Roundabout locations are exclusive to one sponsor. A set number of signs are permitted on each site, starting from 2 signs up to a total of 4 signs. Where two signs are permitted, these will always be positioned on the 2 main approach roads.

All artwork will be saved as high resolution pdf's in CMYK profile.

How to enquire:

E-mail to:

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If you have any queries give us a call on:

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