

**POP**

• **ART** •

# AFFORDABLE OUTDOOR ADVERTISING IN LEEDS

Supporting the creative community in Leeds since 1991

Arts • Live Music • Local Enterprise • Night time economy

Third Sector • Tourism • Sport • Public Awareness • Education



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Unit 2 • Thornton Grove Works • Thornton Grove • Leeds • LS12 3JB

# 4 SHEET POSTERS



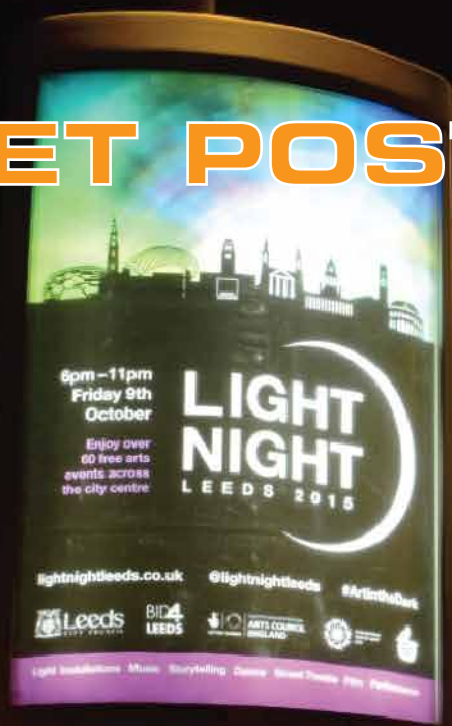
Headrow, LS1

## POSTER DRUMS AND FRAMED SITES

£425 for ten named sites across Leeds per fortnight.  
Combined Footfall and Traffic average 2 million per drumpack.  
Other poster options available.

All prices include printing and fitting. Ex VAT. Source leedsdatamill.org and dft.gov.uk

# 6 SHEET POSTERS



Map of all sites [www.popartmediagroup.co.uk/city-ads](http://www.popartmediagroup.co.uk/city-ads)

## RAISED ILLUMINATED SITES

From £1200 for ten single-sided or £1750 for ten double-sided sites across Leeds per four week in-charge. OTS up to 240220 per site per fortnight.

All prices include printing and fitting. Ex VAT. Source Route Outdoor Media Analytics

# 12 SHEET STREET POSTERS



Opp Hyde Park Cinema LS6



Royal Park LS6



Queen's Square LS2



Swinegate LS1



Wellington Street LS1

## LANDSCAPE FORMAT AT STREET LEVEL

£600 for five wet-rolled framed sites across Leeds per two week in-charge.  
OTS and Traffic average 250,000 per fortnight per site.

All prices include printing and fitting. Ex VAT. Source Route Outdoor Media Analytics, leedsdatamill.org and dft.gov.uk

# 16 SHEET POSTER



## A65 KIRKSTALL ROAD

£250 per fortnight. **£400 per four week period!**

OTS 788000 per fortnight

All prices include printing and fitting. Ex VAT. Source Route Outdoor Media Analytics

# 48 SHEET POSTERS



**SIX SITES AVAILABLE** OTS up to 440,000 per site per fortnight  
From £300 per site per fortnight. **£450 per site per four week period!**  
Burley Street\* LS3 1DN, Hyde Park Corner\* LS6 2AS, Tong Road LS12 3BG  
Water Lane LS11 9UD, York Street x 2 LS9 8AA.

All prices include printing and fitting. Ex VAT. \*Premium sites higher rate. Source Route Outdoor Media Analytics

# 96 SHEET POSTERS



Tong Road

Canal Road

## THREE SITES AVAILABLE

From £450 per site per fortnight. **£600 per site per four week period!**

Tong Road LS12 3BG two sites, Canal Road LS12 2ND\*

OTS average 236,000 per site per fortnight

All prices include printing and fitting. Ex VAT. \*Canal Road extra £100 per fortnight. Source Route Outdoor Media Analytics

# FULL MOTION DIGITAL



Charlatans Live All Over the World live stream

## 8M X 2M HIGH RES SCREEN

Inside Leeds Kirkgate Market foodhall. Europe's largest indoor market.  
Full screen from £200 per fortnight. 1 in 6 audience share. Other options available.  
Footfall: 328000 per fortnight. Brand takeovers and event space hire options.

Price includes scheduling. Ex VAT. Source Leeds City Council



# FESTIVAL POSTERS



Leeds Festival

**48 SHEETS • 16 SHEETS • 4 SHEETS • BANNERS**

2019 Festivals include: Slam Dunk • Leeds • Bloodstock • Download • Parklife  
Boardmasters • Reading • Wireless • Latitude • T in the Park • From £75.00

All prices include printing and fitting. Ex VAT.

96

48

16

12

6

4

**No hidden costs. All prices include poster production and fitting.**

98% of people see an OOH (out-of-home) ad each week.

Nearly half of consumers see OOH ads an hour before purchasing online.

0113 231 1774

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