

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



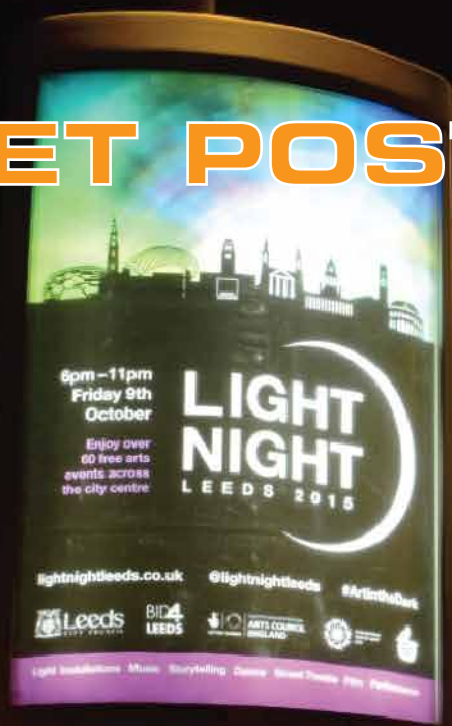
Headrow, LS1

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

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



Burley Street

A647 Leeds /Bradford Road

Hyde Park Corner



Tong Road

BEST PRICES IN LEEDS



Water Lane

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, A647 Leeds Road/Bradford Road x 2 LS28 8ET

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

A large digital screen is the central focus, displaying a live stream of a band performing on stage. The screen is flanked by two vertical panels showing close-up details of the performance. The stage is lit with vibrant red and orange lights, creating a dynamic atmosphere. In the foreground, a large crowd of people is silhouetted against the bright screen, indicating a high-traffic event. The setting appears to be an indoor market or food hall, with a metal railing visible in the lower part of the frame. The overall scene is dimly lit, with the primary light source being the screen and stage lights.

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.

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