

POP

•ART•

AFFORDABLE OUTDOOR ADVERTISING IN LEEDS

Supporting the creative community in Leeds since 1990



Arts • Live Music • Local Enterprise • Night time economy
Third Sector • Tourism • Sport • Public Awareness • Education

4 SHEET DRUMPACKS



POSTER DRUMS AND FRAMED SITES

£500 + VAT for ten named sites across Leeds per fortnight. Combined Footfall and Traffic average 1 million views per drumpack per fortnight. Other poster options available.

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

4 SHEET POSTERS INDOOR



LEEDS TRINITY

We have 25 4-sheet panels within the Trinity complex in Leeds City Centre. Minimum order 5 posters £300 + VAT per fortnight.

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 SHEETS

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

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

12 SHEET STREET POSTERS



LANDSCAPE FORMAT AT STREET LEVEL

£165 per 12-sheet (or £660 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

SPECIAL FORMATS



5, 6, 10 UP TO 20 IN A ROW!

Booking essential. Please enquire.

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

16 SHEET POSTERS



A65 KIRKSTALL ROAD

£250 per fortnight or £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

“LIVES UP TO ITS HYPE WITH FLYING COLOURS” **★★★★★** DIY

“AN EXHILARATING RECORD” **★★★★★** MUSIC ALBUM OF THE MONTH

“A DEBUT ALBUM BURSTING WITH CHARACTER” **★★★★★** URCUT

“A STELLAR DEBUT” **★★★★★** ROLLING STONE

BBC RADIO 1 SOUND OF 2022 ARTIST

YARD ACT THE OVERLOAD

DEBUT ALBUM OUT 21ST JANUARY

★★★★★ THE TIMES **★★★★★** GIOWSE **★★★★★** THE OBSERVER

Spotify

Hyde Park Corner

TOP SITE! Route Impacts 628,00 per fortnight

£850 per fortnight Hyde Park Corner* LS6 2AS

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

DIGITAL



Josh Warrington Promo

8M X 2M HIGH RES SCREEN

Inside Leeds Kirkgate Market foodhall. Full screen 96-sheet format £200 per fortnight. Europe's largest indoor market 1 in 6 audience share. Footfall: 328000 per fortnight.

Price includes scheduling. Ex VAT. Source Leeds City Council

FESTIVAL POSTERS



Leeds Festival

48 SHEETS • 16 SHEETS • 4 SHEETS • BANNERS

2022 Festivals include: Slam Dunk • Leeds • Bloodstock • Download • Parklife
Boardmasters • Reading • Wireless • Latitude 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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