

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

48 SHEET POSTERS



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

2023 Festivals include: Slam Dunk • Leeds • Bloodstock • Download • Parklife
Boardmasters • Reading • Wireless • Latitude From £80.00

All prices include printing and fitting. Ex VAT.



96

The infographic consists of a series of colored rectangles of varying heights, each containing a number. The rectangles are arranged in a descending staircase pattern from left to right. The colors of the rectangles are teal, orange, teal, orange, teal, and orange. To the right of each rectangle is a small white silhouette of a person. The numbers are 96, 48, 16, 12, 6, and 4.

Gender	Count
Male	96
Female	48
Male	16
Female	12
Male	6
Female	4

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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