



Buses are **big**. Buses are **everywhere**.
Buses reach **everyone**.

BUS ADS WORK

Product Guide

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#BusAdsWork
#TramAdsWork



Full Wrap

This is about as good as it gets for buses! It's a monster of an advertisement; the double deck bus is longer than a 48 sheet poster and has a larger area than a 96 sheet. Constantly on the move, the wrap virtually takes ownership of the bus and allows the advertiser to let their creative juices flow and make a real statement on the road. It's all about impact!

- Maximum exposure
- Becomes ownership of the client
- Visible from 3 angles
- Huge mobile billboard



T-Side

Impose your brand message or event on the high street with a T-side. The drop section naturally lends itself to a product or model placement. The site is located on the offside of the vehicle and targets both a vehicular and pedestrian audience.

- Dominate highly populated streets with a timetabled frequency
- 70% of the T-side's audience are vehicular (motorists & passengers)
- Huge 24ft long with a 6ft drop – massive visual, won't get lost in the crowd/traffic

Mega Rear

Showcase your brand or event on the entire back of a bus. Commonly referred to as the 'second shop window on the street', mega rears are portrait sized and make a bold statement. As well as a stunning visual, mega rears have extended dwell time and are available on single and double decks. Long life vinyl facilitates longer campaign durations of up to a year, ensuring a constant presence.

- Huge impact and add weight to any campaign
- Target everyone
- Visually blocks the road



Streetliner

The streetliner comes in 10ft or 13ft formats, available on single deck buses and can be bought as a mixture. Streetliners generally deliver broader coverage due to there being more single deck buses than double decks. They deliver the message at eye level for motorists and pedestrians alike and targets these two audiences equally.

- A four week national streetliner campaign delivers 92% coverage of all adults
- Nearside – great for targeting pedestrians
- Offside – great for targeting motorists
- Great combined with rears & headliners



Exploding

Burst out from the crowd with something a little out of the ordinary. Choose from an exploding streetliner, superside or T-side; based on the regular panel type but with added oomph! Exploding panels are eye catching and prominent.

- Stand out on the road



Supersquare

At 3m wide x the height of the vehicle, supersquares can be positioned nearside or offside dependant on the vehicle design. They are the only portrait-shaped opportunity on the side of a bus and hence lead themselves well to books, CDs, DVDs, fashion, drinks, or any advertisement that can be transferred from a press portrait format. Supersquares utilise the same printing techniques as the mega rear and wrap.

- Conventional portrait format means easy to adapt existing artwork
- Quality of production means the supersquare is suitable for long term campaigns
- Nearside – great for targeting pedestrians
- Offside – great for targeting motorists

Superside

With panels positioned on the nearside of the bus, supersides deliver high levels of pedestrian as well as vehicular coverage. The 20ft long 'banner' is an impact headline, providing a constant prompt close to retail or entertainment locations.

- Supersides search out the audience where people work, rest and play
- The superside audience is 40% pedestrian - at least double the % of any other traditional outdoor site
- Above eye level, don't get lost in the crowd



Super Rear

These are the most prominent external site with such campaigns offering the largest geographical footprint. Every bus has at least one, with double decks having an upper and lower site. Super Rears deliver a largely vehicular audience with extended dwell time enabling contact details to be noted.

- Average time a motorist is behind a bus is approximately 48 seconds
- Cost effective
- Great for targeting motorists and their passengers
- Eye level





Headliner

On average there are 8 available on every bus. With an average journey time of around 20 minutes, headliners provide the best opportunity for interaction via contact details. The passenger audience is truly broad based and, as you would expect, has peaks during the day when it becomes particularly pertinent for certain target groups.

- Average journey time is 20 minutes
- Diverse, captive audience – commuters, young and elderly
- Great for more detailed messages
- Great combined with streetliners

Bulkhead

Bulkheads are situated in key locations within the bus, often head-on and in the eye-line of passengers. Their location makes them perfect for communicating, whether that's contact details, retail locations or event information. The prominence of this format, enhanced by an average journey time of around 20 minutes, makes these panels very effective and difficult to miss.

- Average journey time is 20 minutes
- Strategically placed
- Premium interiors
- Often eye level
- Great for getting a response



Adverta is dedicated to demonstrating to every advertiser the power, effectiveness and enormous value for money offered by bus advertising.

This dominating, high impact medium has a design canvas for your ideas which has no competitor for size or creative opportunity.

You can trust the bus advertising experts.



9 College Business Park, Kearsley Road, Ripon, HG4 2RN

Tel: 08456 430 530

Calls cost 2p per minute plus your phone company's access charge

Email: sales@adverta.co.uk

www.adverta.co.uk



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