



With over 16.5 million passenger journeys a year, the tram is a successful and integral part of the Nottingham passenger transport network.

# TRAM ADS WORK

## Tram Product Guide

[www.adverta.co.uk](http://www.adverta.co.uk)



#BusAdsWork  
#TramAdsWork



## Tram Wrap

Simply Nottingham's largest mobile advertising platform. Covering both sides of the tram, including windows, as well as the rear of the vehicle, wrapped trams are absolutely stunning and totally unmissable.

- Maximum exposure
- Creates visual 'ownership' of the tram
- Visible from three angles
- Huge mobile billboard

## Tram Mega Side

Intended to be used by those whose budgets wouldn't stretch to a whole tram so similar features as above, but only on one side of the tram.

- Huge impact and add weight to any campaign
- Target everyone
- Visually blocks the road
- One of Nottingham's largest mobile advertising platforms



## Tram T-Side

T-Sides are the premium exterior format for shorter-term campaigns. Combining a 77ft long Superside with a portrait-format drop-section created by the Super Square element, they typically enable a big message with a personality or product shot for maximum impact. This panel offers fantastic creative flexibility and visibility, generating massive stand-out targeting for both pedestrian and vehicular audiences. This is particularly true for the city centre where much of the tram track is roadside.

- Dominate highly populated streets with a timetabled frequency
- Massive 80ft x 13.5ft visual; won't get lost in the crowd

## Tram Superside

This panel is comprised of five sites above window height on the tram exterior. A tram is over 75ft long and so a Superside gives the opportunity to advertise along the entire length of the vehicle. Trams are very adept at targeting the city centre where the audience is at its densest and much of the track is roadside. With the potential to have 2 of these panels per tram, they are a real head-turner.

- Above eye level, don't get lost in the crowd
- This advert measures an impressive 77ft x 2.5ft



## Tram Super Square

The centre carriage of the tram is completely wrapped, including windows, to form a stunning centrepiece on one side of a tram. It is located between the two main sets of passenger doors for high visibility.

- Conventional portrait format means easy to adapt existing artwork
- Quality of production means the Super Square is suitable for long-term campaigns
- This advert measures 10ft x 13ft

## Tram End Door Headliner

Sited on tram interiors, above the exit doors at each end of the tram, these can be the last message a passenger sees as they alight at their stop.

- Average journey time is 20 minutes; plenty of time for a detailed message to be read over and over again
- Strategically placed premium interiors
- A 1.8ft x 1ft poster, great for more detailed messages



## Tram Super Headliner

Positioned above the window, these posters are at passenger eye-level. With an average journey time of around 20 minutes, these 3ft x 1.5ft posters command the attention of passengers who make up the average of 16.5 million journeys made per year.

- Average journey time is 20 minutes; plenty of time for a detailed message to be read over and over again
- Diverse, captive audience - commuters, young and elderly
- A 4ft x 1ft poster, great for more detailed messages

## Tram Exit Door Headliner

Sited on tram interiors above the central doors, these can be the last message a passenger sees as they alight at their stop.

- Average journey time is 20 minutes; plenty of time for a detailed message to be read over and over again
- Strategically placed premium interiors
- A 2.2ft x 1ft poster, great for more detailed messages

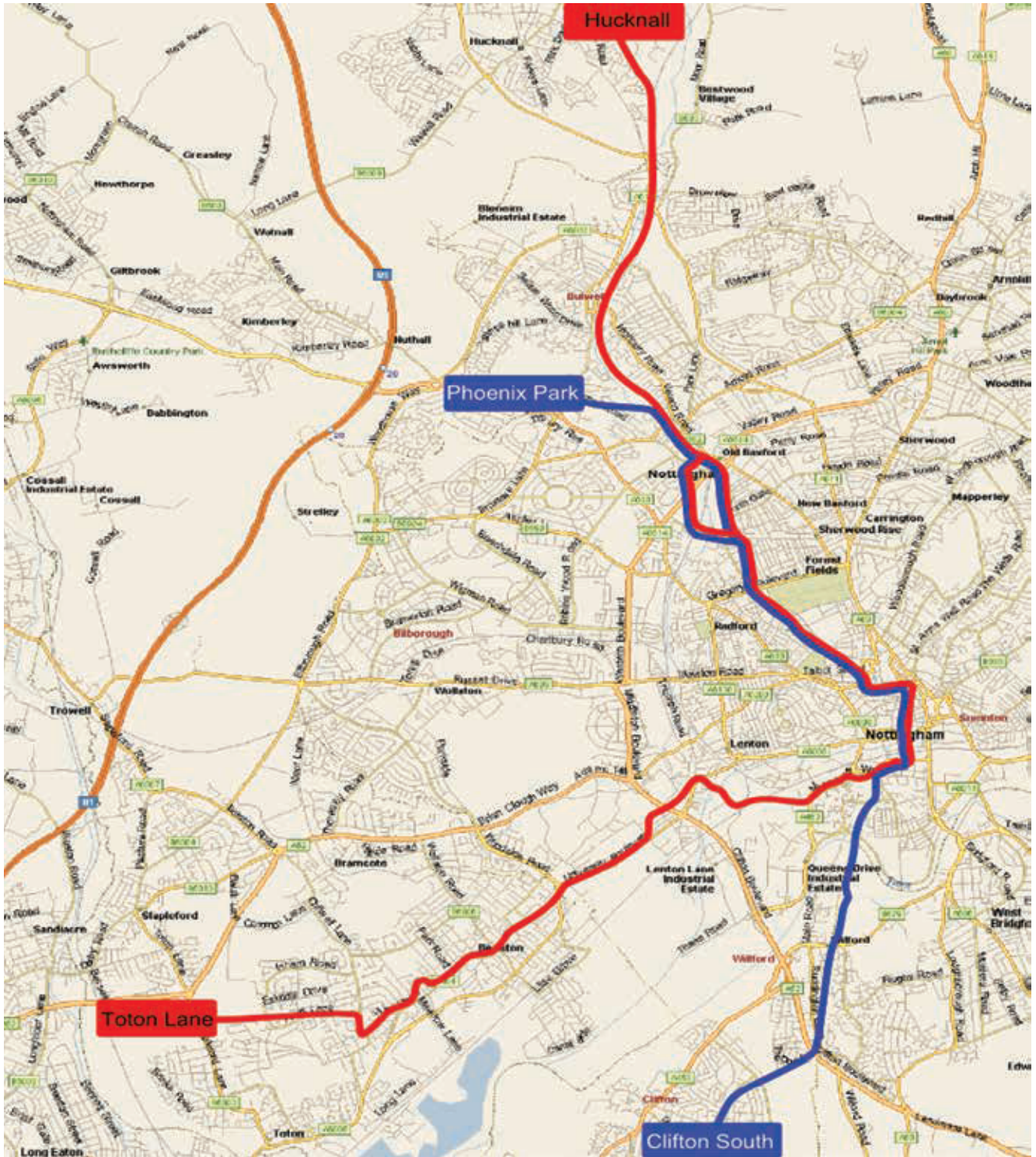


## 6-Sheet

Our 6-Sheet advertising sites are situated prominently alongside the Nottingham tram network. Affordable and unmissable, the posters reach out to your potential customers and engage with them whilst they travel. Measuring 6ft x 4ft, the adverts really draw the eye. Build awareness of your brand or raise the profile of your event with the constant exposure of a 6-Sheet.

- Deliver coverage at the tram stops around Nottingham, including over 5,000 park & ride spaces along the entire network
- Sites see a high volume of commuters all through the day
- Sites carry a raised dwell time; ideal for getting your message out to commuters





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