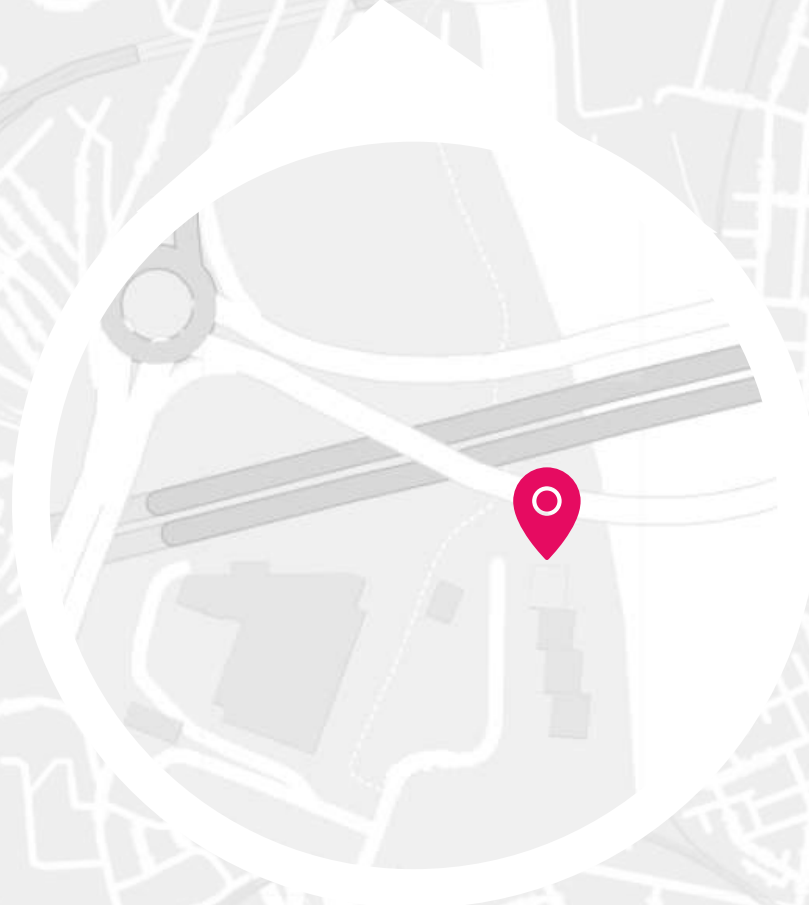




BRYNGLAS TUNNELS

Advertise

@ BRYNGLASTUNNELS





NICHE



NICHE IFA

**Pension &
Retirement
Specialists**



 Niche IFA



Welcome

Our digital billboard is one of country's highest reaching digital billboards, located in Newport overlooking the M4 motorway next to the Brynglas Tunnels. It is also one of the highest definition screens on the whole of the UK road network, with HD quality viewing from just 6 metres away.

Our mission is to help local businesses, charities, and events shout about the good they do by providing them with an incredibly unique digital out-of-home (DOOH) advertising opportunity.

Throughout this booklet, we'll provide all the information you need to know about our digital billboard. If you have any questions or would like to find out more, please do not hesitate to get in touch.



01.

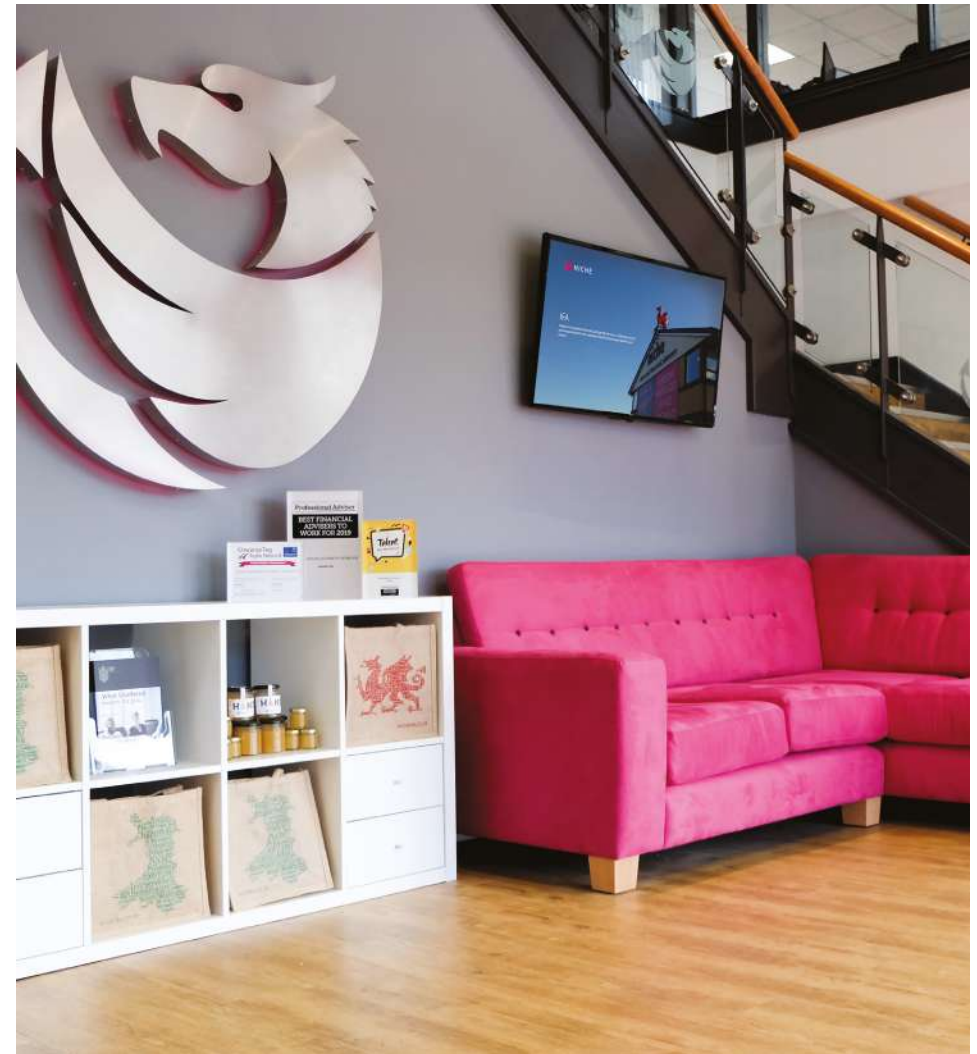
About us

Niche are an award-winning firm of Chartered Financial Planners providing independent, fixed fee financial advice with a focus on lifetime financial planning.

Founded in 2005 by Ray Adams, our team also spends time supporting the local community and in 2019 we were proud to win the South Wales Argus Contribution to the Community Award.

If you'd like to find out how we can help you, please feel free to contact us. We'd be delighted to chat and answer any questions you may have.

www.nicheifa.co.uk



02.

Location

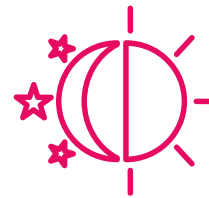
Our digital billboard is located in Newport, overlooking the M4 motorway next to the Brynglas Tunnels, and is visible to commuters travelling both eastbound (exiting the tunnels, towards Bristol) and westbound (entering the tunnels, towards Cardiff).

According to statistics provided by the Department for Transport, nearly 3.3 million vehicles pass our location every month, making the digital billboard one of the highest reaching in the county

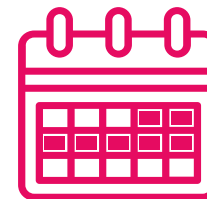
*Approximate figures provided by the Department for Transport have been rounded. Route figures will be provided during the next data release.



1 hour
5,000
vehicles



1 day
120,000
vehicles



1 week
850,000
vehicles



1 month
3.3mil
vehicles

03.

Impressions

Using statistics provided by the Department for Transport, our digital billboard will make on average 5 million impressions every month.

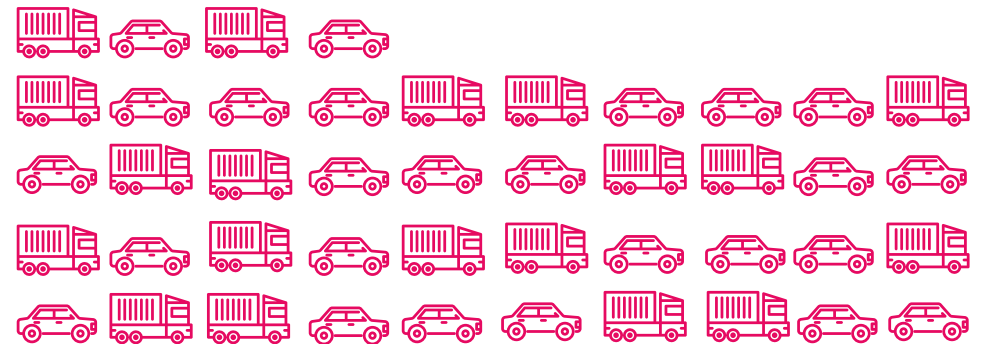
Individual adverts on display for 10 seconds every minute can therefore expect to make 30,000 impressions every day. If an individual advert is on display for the recommended 14 days, it can expect to make nearly 440,000 impressions in total.

*Approximate figures provided by the Department for Transport have been rounded. Route figures will be provided during the next data release. Impressions calculated on industry guideline.



30,000

Impression every day



440,000

Impression over 14 days

04.

Testimonials

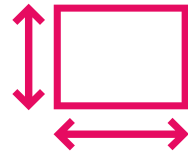
Our mission is to help businesses, charities, and events within our local area shout about the good they do by providing an incredibly unique advertising opportunity. Find out what previous and current advertisers have had to say:



05.

Artwork

For more information, please contact us and request our complete artwork design guide.



Resolution

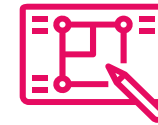
Create the artwork in high resolution. We recommend 1920 (w) x1080 (h) pixels.



File size

Check the file size when saving your artwork. Under 2 MB is perfect for the size of our screen.

The file must be saved as a JPG or PNG.



Layout

Leave enough white space around the edge of your design.

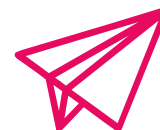
The most important information should be seen at the top of the design.



8 seconds

Area

The viewer has on average 8 seconds to process the information on each advert. Keep information to a minimal. Keep it clear and to the point.



File saving

Artwork must be saved for web and RGB format. Try and save it to the highest quality as possible. This is a chance to double check the format and file size.



Design

If you are struggling with your design at all please do not hesitate to contact us. We will be more than happy to offer assistance.



EE
NICHE

Advertise
Here

ROUTE

www.routemedia.co.uk
02922 338813



06.

How to advertise?

We want to offer businesses, charities, and events within our local area the opportunity to use our digital billboard.

If you are a **local business or running a local event**, please contact our partners, Route Media. Route Media specialise in working with advertisers large and small to help you make an impression and reach your desired audience.

 02922 338813

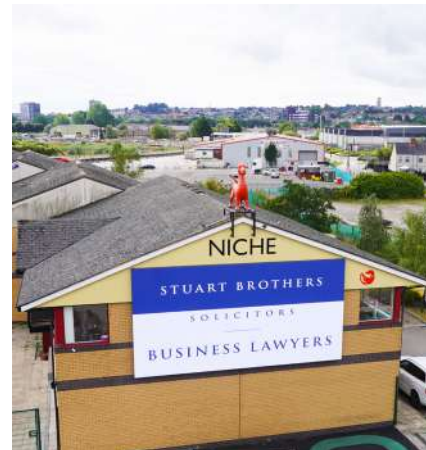
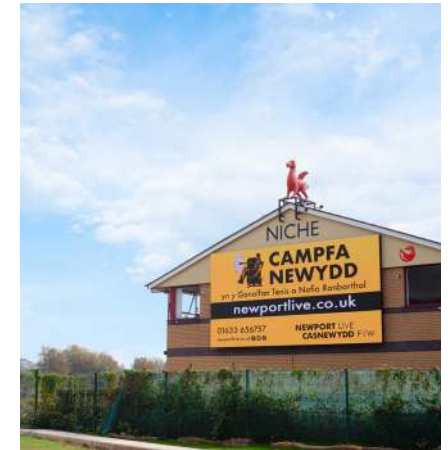
 sales@routemedia.co.uk

If you are an existing **Niche client**, please contact us directly. We want to offer you a digital out-of-home (DOOH) advertising opportunity at our cost. To find out more, please contact your financial adviser or our internal marketing team.

 01633 439441

 advertise@brynglastunnels.co.uk

Examples





NICHE

THANK YOU
NHS



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