

# Outdoor Screen

## Media Pack

in partnership with



**SUMMER OFFER**  
**12 MONTH GYM**  
**MEMBERSHIP**  
**ONLY**  
**£265**  
**SAVE OVER £60**  
DIRECT DEBIT OPTION £29.99 per month

**NEWLY**  
**REFUBISHED GYM**

[www.boltonarena.com](http://www.boltonarena.com)

Gym Business Tennis	Football Athletics Gymnastics
Mon-Thur.....7am-10:30pm	
Friday.....7am-10pm	
Sat-Sun.....8am-8pm	
Bank Holidays.....8am-6pm	

**ReFRESHCAFE**

  
A Featherbed Group Company



# Introducing TVC Outdoor

TVC Outdoor, in partnership with Bolton Arena, are excited to offer an incredible new advertising opportunity to promote your brand and services in a prime location at the UK's largest retail and leisure park. Our unmissable, dual sided outdoor LED screen (2.56m x 4.8m) positioned at the main gateway to Middlebrook Retail Park, and opposite the home of Bolton Wanderers Football Club, offers the perfect advertising platform for creating vibrant engaging and colourful messages, relayed to an audience that cannot fail to notice them.

Advertising on an LED screen compared to a standard billboard or other traditional media delivers a significantly improved ROI.

With flexible advertising periods available and prices from as little as **£21.37 per day** contact our expert team today discuss your requirements and ensure your business stands out from the crowd!





# Gateway to

The Middlebrook Retail & Leisure Park, Bolton Arena and University of Bolton Stadium



Jones Homes

Aspinal Way

Mansell Way

Middlebrook Retail Park

P 3,000 free spaces

Linkway

University of Bolton Stadium

Burnden Way

USN boltonarena

to Horwich Parkway to M61 J6

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RefRESH CAFE



**7 in 10** adults in the  
UK will see a digital  
screen each week

Source: Route - Digital OOH Growth September 2019

**tv** **c** Outdoor



# Middlebrook Retail Park

The UK's largest retail and leisure park

Middlebrook Retail Park has a wide catchment area drawing in customers from across the North West with shoppers visiting the wide range of shops, restaurants, and entertainment on the country's largest Retail Park.

Weekday shopping footfall is supported by lunchtime and evening trade from the 5,500 office workers on site, and at weekends Middlebrook has an established reputation as one of the region's top shopping and leisure destinations.



Attracts a high proportion of Affluent Families and Young Professionals



Comparison goods spend is 2% above the national average



12.5 million shoppers a year



Averages over 1 million shoppers per month



Over 240,000 shoppers per week at peak trading



Draws from a catchment of over 2 million shoppers



5,500 staff members on site



400 home residential development

\*Figures provided by CACI







**Overall catchment 2.2M**  
**Core catchment 560,000**

### Driving Times

<b>Chorley</b>	17 mins
<b>Bolton</b>	18 mins
<b>Wigan</b>	21 mins
<b>Leigh</b>	22 mins
<b>Bury</b>	29 mins
<b>Preston</b>	31 mins
<b>Manchester</b>	33 mins

## Location

BL6 6LB

Situated approximately 18 miles to the North West of Manchester, Middlebrook enjoys excellent transport links by road and rail. The development is adjacent to Junction 6 of the M61 motorway which extends the Retail Park's catchment area North of Preston and into the regional centres of Manchester and Warrington to the South. This overall catchment area includes a population of almost 2.2M, while the core catchment has a population close to 560,000. The core catchment includes shoppers from Bolton to the East, Chorley to the North, as well as Wigan & Standish to the West.

The Park has its own railway station, Horwich Parkway, with direct services between Blackpool, Preston, Bolton and Manchester City Centre. The site is also well served by regular bus services to many surrounding towns including Bolton, Wigan & Chorley.










# Digital signage has a recall rate of 83%

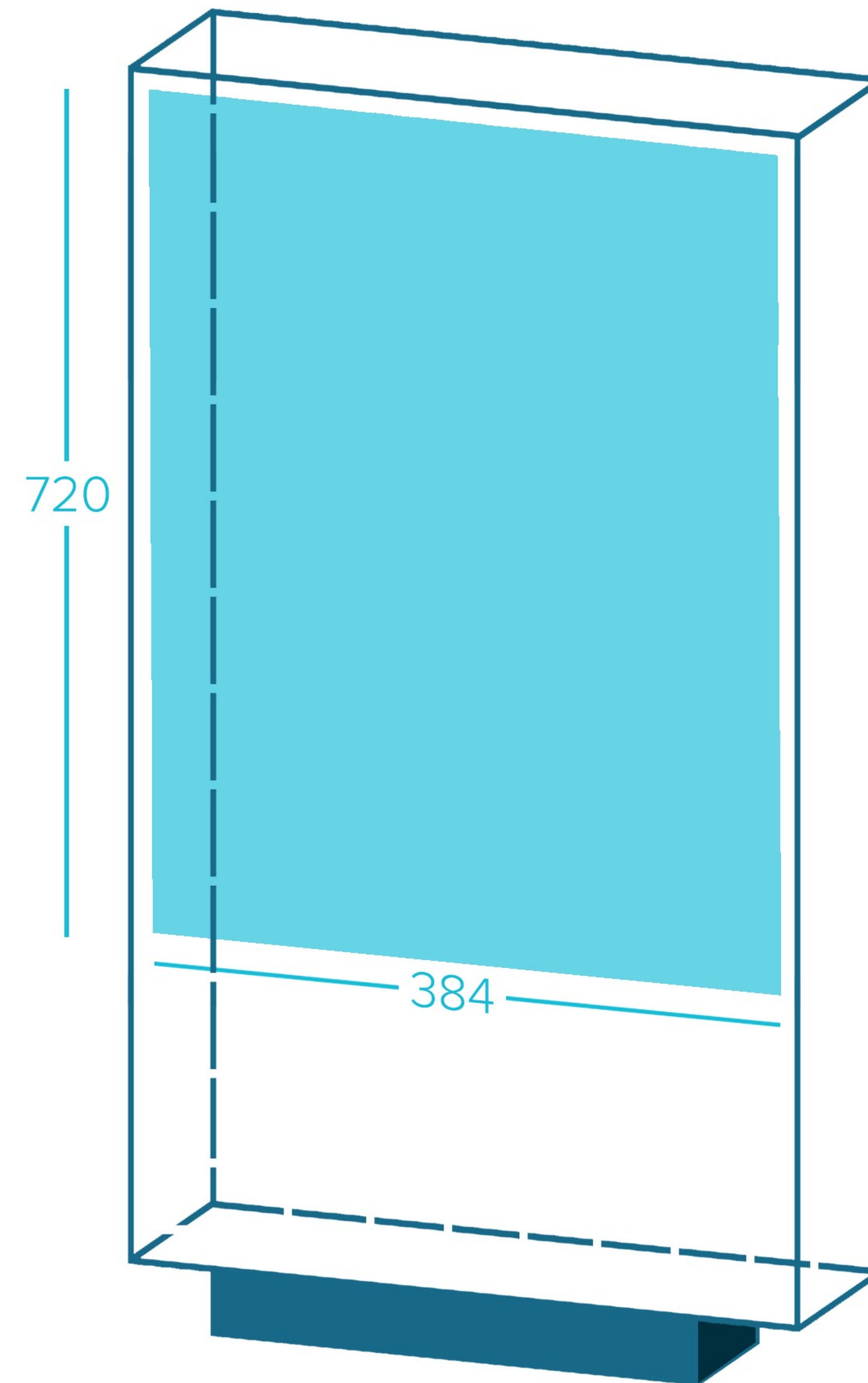
Source: MySMN Digital Marketing Services





# Screen Specifications

-  **Screen Size:** 2.56m x 4.8m
-  **Pixel Pitch:** 6.6mm
-  **Artwork Resolution:** 1920px x 1200px
-  **File Format:** JPEG - PNG
-  **Duration:** 10 Seconds
-  **Display Type:** LED
-  **File Compression Format:** ZIP





# Advertising Rates

No. of Weeks Commitment	Per Week Single Side	Per Week Dual Side	£ Per Day
4 Weeks 10 Adverts per hour 160 Adverts per day	£180.00 per week 1120 Adverts per week	£360.00 per week 2240 Adverts per week	<b>£25.71</b> (per day, per side)
8 Weeks 10 Adverts per hour 160 Adverts per day	£172.50 per week 1120 Adverts per week	£345.00 per week 2240 Adverts per week	<b>£24.64</b> (per day, per side)
12 Weeks 10 Adverts per hour 160 Adverts per day	£165.00 per week 1120 Adverts per week	£330.00 per week 2240 Adverts per week	<b>£23.57</b> (per day, per side)
24 Weeks 10 Adverts per hour 160 Adverts per day	£157.50 per week 1120 Adverts per week	£315.00 per week 2240 Adverts per week	<b>£22.50</b> (per day, per side)
52 Weeks 10 Adverts per hour 160 Adverts per day	£150.00 per week 1120 Adverts per week	£300.00 per week 2240 Adverts per week	<b>£21.37</b> (per day, per side)

ALL PRICES +VAT



Arena Screen 1



Arena Screen 2