

OOH WITH IMPACT

NORTHERN IRELAND OOH PLANNING GUIDE 2026





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For more than forty years, PML Group has been Ireland’s leading provider of location-based marketing, allowing brands to connect and engage with audiences in the real world.

We provide value to our clients through the unmatched expertise of our people, combined with a unique set of proprietary tools and services that inform our campaign management through three key pillars – PLAN, ACTION and REVIEW.



Mobile

Retail

Classic

Digital

Dynamic

Precision

PLAN

OPTIMISE **IMPACT**

MIND PLANNER

MAPS PREVIEW

ACTION

ELEVATE **IMPACT**

DYNAMIC INNOVATE

CREATE ADSERVE

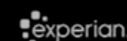
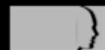
REVIEW

MEASURE **IMPACT**

IMPACT WATCH

VERIFY SUSTAIN

Powered by:





FILL LIFE
WITH LOVE

Lunn's
PORTFOLIO
OF FINE DIAMONDS

JCDecaux

Première

**OOH Format Guide:
Roadside**



LARGE FORMAT

48 Sheet



The 48 Sheet is the flagship 6x3 metre billboard size poster. It is the most common form of large format poster in the country and is found in all major towns and cities and national roads. The name derives from its composition of twelve 4 Sheets.

Backlit 48 Sheet



Next generation, fully backlit, superior quality LED lightbox with vinyl poster.

96 Sheet



Highly impactful and popular double size billboard, measuring 12m x 3m. These are located on key arterial routes.

Backlit 96 Sheet



Next generation, fully backlit, superior quality LED lightboxes with vinyl poster. Found in high traffic locations.

Golden Square



Two 48 Sheets stacked vertically to form a huge creative canvas, measuring 6m x 6m.

Backlit Portrait



Internally lit portrait panels deliver excellent visibility in a number of towns and cities across NI.

144 Sheet



Three consecutive 48 Sheets deliver one of the biggest paper displays available.

Backlit 192 Sheet



The biggest backlit display on the island of Ireland is in Belfast, close to the SSE Arena. Displaying creative on both sides of the panel, this unique format targets traffic on the M3 motorway and the Titanic Quarter.

M1 Cluster



Three separated 96 Sheets located parallel to the M1 motorway, between the Westlink and Stockman's Lane, this format ensures huge audience delivery every cycle.

Banner



Large banner sites across Belfast, including Direct Wine Shipments beside the M3, these sites deliver audience coverage and huge creative space.

Bridge



Located on some of the key arterial roads in Belfast, Bridge advertising reaches a huge audience. Targeting traffic at Bridge End, Dock Street, M2 and M3.

LARGE ROADSIDE DIGITAL

Landscape Screen



Large landscape DOOH screens are located in a range of busy environments, targeting vehicular and pedestrian audiences. Capable of delivering multiple creatives and Dynamic content.

Portrait Screen



Large Portrait screens located in busy areas, offering flexible campaigns with Dynamic capabilities.

SMALL ROADSIDE DIGITAL

Adshel Live Roadside



A roadside DOOH network of 101 screens in all main towns across NI. Adshel Live screens are located at bus stops, offering passenger dwell time as well as vehicular targeting.

Streethub



A network of 35 portrait screens on high totems in Belfast city centre. These screens are found on key arterial routes, as well as pedestrianised areas of the city.

6 SHEETS OR SIMILAR

Pulse Smart Hub



A brand new network of 36 screens spread across 18 high footfall locations in Belfast City Centre. Full motion available.

Adshel



Adshel are 6 Sheets located at bus stops. They are the most plentiful OOH format in Northern Ireland and offer excellent campaign coverage due to their widespread distribution.

High Street 6 Sheet



These scrolling 6 Sheets are found on the reverse of a freestanding public payphone. They are largely found in town high streets.

Impact Wrap



A fully wrapped bus shelter, offering large creative canvas and display coverage in locations where other formats may be limited.

Mega Wrap



Similar to an Impact Wrap, this format incorporates the 6 Sheet unit into the design, allowing the advertiser to dominate the entire bus shelter. Additional special elements can be added e.g. sound, smell, speakers and additional lighting.

Phone Kiosk



An excellent format for brands seeking to add additional campaign coverage, particularly at community level. Phone Kiosks can deliver broadcast coverage as well as niche proximity advertising.

Kiosk+



A bold new format that gives advertisers complete control of the entire Kiosk, offering an expansive creative canvas. A premium pack of 22 Kiosks, available across 16 top locations in Belfast City Centre.

Adwrap



A double-sided vinyl panel applied directly to one of the glass sections of a bus shelter. Useful for delivering coverage where other formats are limited.

OTHER

Reverse Graffiti



The process of cleaning specific areas of pavements or walls which creates art or advertising through the contrast of clean and dirty sections.

Projection



A dynamic, high impact format that uses high powered projectors to display static images, videos or animations onto large surfaces such as building facades, landmarks or landscapes - usually at night.

MOBILE

48 Sheet AdMobile



Double-sided mobile 48 Sheet units. Ideal addition to a standard 48 Sheet campaign. Can also be used strategically to target events or specific locations.

AdBike



These bikes are typically used for mobile advertising in urban environments, offering an eco-friendlier and more localised alternative to traditional advertising methods. Ad bikes combine the visibility of an advertisement with the mobility of a bike, making them a great format for areas with high foot traffic such as city centres.

Digivan



7m² mobile screens with wide viewing angle configured for both static images and video content.

Tri-side Digivan



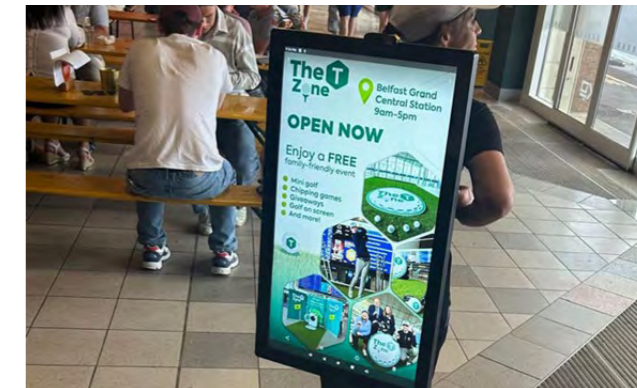
Each van is fitted with three high quality digital LED screens, two on the side and one on the rear. Great for specifically targeting audiences by locations. Can play full motion copy and use sound.

AdWalker



Adwalkers are a portable media aimed at specifically targeting key customers or locations and get into the heart of busy towns and cities. Double sided and illuminated they are ideal for reaching students or shoppers during the day or events at night.

Digital AdWalker



Perfect for launching a new product, energising a brand activation or grabbing attention. Delivers static and video content with sound. Bookable in 5-hour slots.



OOH Format Guide: Retail

SUPERMARKETS

Asda Live



Digital screens at the entrance point of 12 Asda stores provincially.

SuperValu AdTower



A network of 18 screens in 16 SuperValu stores across Northern Ireland. These screens are useful to target shoppers on the path to purchase.

Tesco Digiscreen



A network of 15 digital screens facing Shoppers entering Tesco stores provincially. Uses shopping behaviour and sales data down to individual store level.

CONVENIENCE STORES AND SERVICE STATIONS

Adbox



A 6 Sheet format located at Convenience stores across Northern Ireland.

Convenience 6 Sheet



6 Sheets located at petrol station forecourts and at convenience stores across Northern Ireland. This format is useful for targeting motorists and shoppers at the point of purchase.

Applegreen Screen



A digital network of eight screens at five Applegreen forecourts across Northern Ireland.

SHOPPING CENTRES

PurchasePoint



Scrolling 6 sheet units located at selected shopping centres across Northern Ireland. These are useful for targeting main shoppers and families.

Global Mall D6s



Screens in malls, usually sold as a pack of five. Available in Bloomfield SC, Kennedy Centre, Rushmere SC, Erneside and The Quays.

JCDecaux Retail



Available in several shopping centres, these screens can be bought individually. Locations include Forestside, Victoria Square, Ards SC, Fairhill SC and Foyleside SC.

Bauer Media Retail



Digital OOH in shopping centres across Belfast, including Park Centre, CastleCourt, Cityside and Abbeycentre.

Boulevard Banbridge Retail



Large and small portrait DOOH screens targeting shoppers at The Boulevard and adjoining retail park close to Banbridge. Most visitors to the Game of Thrones Studio Tour will use a shuttle bus service which departs from The Boulevard.



OOH Format Guide: Travel

BUS

T-Side (Forward)



The standard T-Side format, located on the driver side of buses. These offer excellent visibility and coverage in towns across NI and remain one of the most popular OOH formats.

T-Side (Off-Centre)



A slightly altered T-Side spec is required for this format, available on the Zero-Emissions Translink Metro fleet in Belfast. Perfect for advertisers who want to highlight their environmental credentials.

T-Side+



This format allows artwork to extend over the frame of a T-Side (forward stem only). All artwork must be pre-approved by Translink. Offers exciting creative possibilities.

Superside



Located on the boarding side of the bus, these panels target pedestrians and other road users. They are available in main towns across NI.

Superside+



Much like T-Side+, Superside+ uses vinyl to extend selected parts of the design beyond the frame to boost the creative concept, attracting even more attention from both roadside and pedestrian audiences.

Wrapped Bus



Usually applied to double deck vehicles on the metro routes, this format delivers an enormous, moving canvas on a longer-term basis. Perfect for brand building, this format is iconic.

Mega Rear



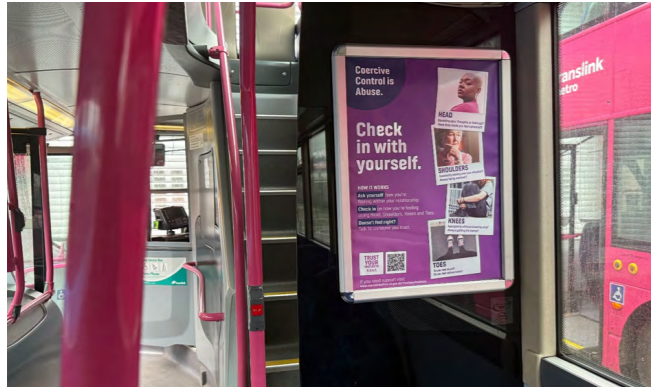
A highly impactful format, we think it's great to look like the back end of a bus! Offering excellent creative opportunities, Mega Rears stand out to pedestrians and drivers alike over a longer-term booking.

Solus Rear



A smaller bus format with coverage across the Metro and Ulsterbus networks. This format offers an excellent opportunity for advertisers to engage with drivers on a 1-1 basis.

Back of Driver



A2 sized posters located behind the driver's cabin on the Metro and Ulsterbus fleet. This format delivers extended dwell time and is particularly effective at targeting C2DE audiences, as well as commuters, younger and older people and students.

Commuter Card



Attractive to brands targeting a similar audience to the Back of Driver format, Commuter Cards deliver a domination effect inside the bus. Vinyl panels positioned overhead offer the opportunity to deliver longer or more detailed messaging.

Belfast Sightseeing Bus



These hop-on/ hop-off tour buses operate Belfast, Giants Causeway and Game of Thrones Day Tours. Located on the rear of the bus, it gives the audience more time to see the message.

OTHER

Taxi Wrap



A highly mobile and longer-term OOH solution, a vinyl wrapped black taxicab can take your message anywhere.

STATION

Taxi Superside



With constant movement through busy city streets, Taxi Supersides deliver strong visibility, extended dwell time in traffic and repeated exposure. It's a great way for brands to stay front of mind with pedestrians, motorists and passengers throughout the day

Banner



This large banner, located in the Grand Central Station provides high impact and visibility to commuters as they go about their day.

Column Wrap



These three-dimensional column wraps are directly in people's line of sight and path, ensuring maximum visibility.

Escalator Wrap



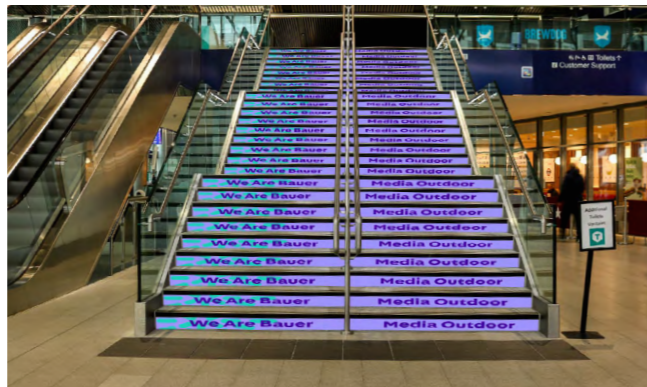
The unique shape of an escalator wrap, combined with its movement, creates a unique creative potential. It's an exciting way of catching attention and getting your brand noticed.

Glass Panel Wrap



This wrapped glass is located above the doors availing of heavy footfall. Its placement ensures maximum exposure, capturing the attention of those entering.

Stair Wrap



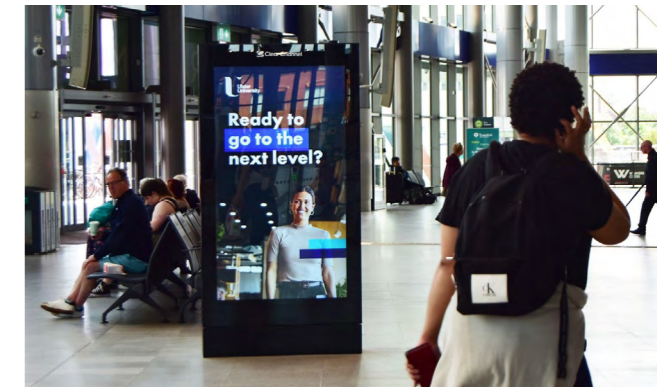
Stair wraps offer a distinctive and impactful advertising solution. Strategically placed on high-traffic staircases, they ensure maximum visibility from both near and far.

Ticket Barriers



Strategically placed on ticket barriers, this format leverages the high footfall and increases brand exposure.

Station Live



A network of digital portrait screens inside the station, delivering full-motion content to engage commuters. These screens are available in Lanyon Place, York Street, NW Transport Hub, Portadown and Coleraine

Ports of Entry

Airport 6 Sheet



A range of internal and external 6 Sheet formats are available across three airports in NI; Belfast International, George Best Belfast City Airport and City of Derry.

Airport Large Format



There are a range of 48 and 96 Sheets available at the airports, suitable for targeting arriving and departing passengers.

Airport Internal



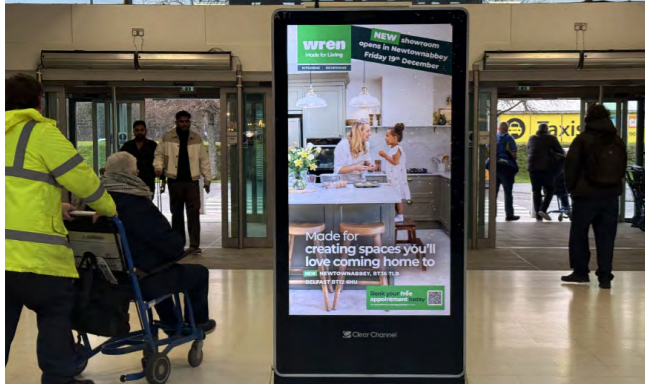
There are a huge range of internal formats available, in air and land-side locations. From lightboxes to wall wraps, airport formats deliver a huge audience every cycle.

Airport External



Branded walkways, car park barriers, bus shelters and lightboxes are just a few of the external OOH formats available at the airports in NI.

Concourse Digital - GBBCA



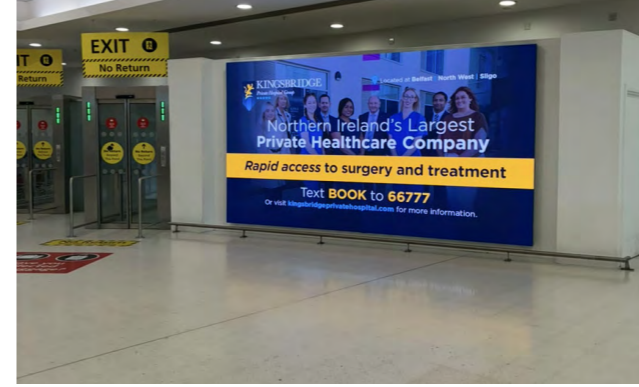
A network of five Digital screens throughout the airport, in airside and landside locations.

Concourse Digital - BIA



A range of landside and airside DOOH displays in BIA target arriving and departing passengers.

Large Digital - GBBCA



Large internal screen in GBBCA which targets all passengers arriving into the airport.

Stena Line Terminals



A selection of large and small Digital Screens targeting passengers in vehicles waiting to board as well as in the terminal building. Available in Belfast, Liverpool and Cairnryan.



E10
95 Octane

Van
abbeyautoline.co.uk
08000 66 55 44
abbeyautoline
insure what matters.
E5
Premium Unleaded

Van
abbeyautoline.co.uk
08000 66 55 44
abbeyautoline
insure what matters.
E10
Unleaded

PML
GROUP
BE MORE NOW

OOH Format Guide: Lifestyle

A3 Washrooms



Panels located in washrooms of bars, clubs, sporting and event venues across key towns including Belfast. A highly targeted medium, these can effectively segment audiences by gender and age.

Glowboxes



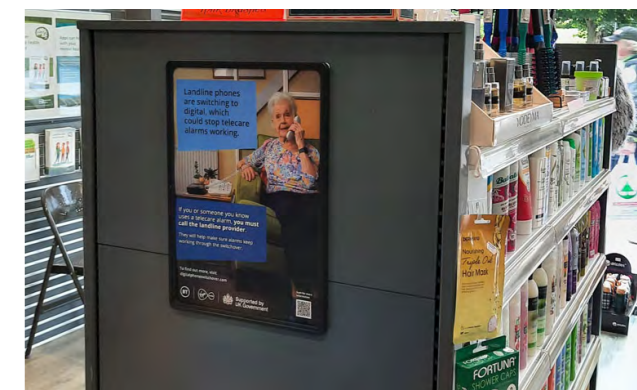
Located in bars and pubs across NI, these are backlit posters offering a high-quality display. Frequently used by alcohol brands, however also suitable for lifestyle and hospitality messaging. Bars can be selected by demographics and location.

Beer Mats



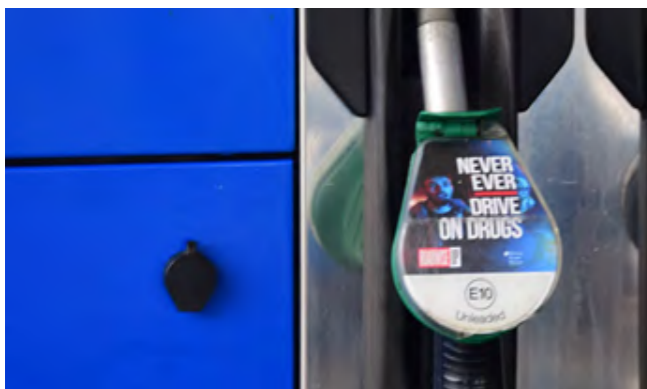
Available in bars and pubs in key towns across the province, this format offers a 1-1 engagement with audiences. Venues can be selected to target specific audiences or geographic locations.

Bespoke Network



A3 posters targeting consumers in a range of environments, from community centres to pharmacies.

Petrol Pumps



Advertising on the handles of petrol pumps on busy forecourts. Useful for delivering a message directly to drivers.

University Digital Screens



Placed inside Queen's and Ulster University, these screens offer brands an opportunity to engage with young audiences where they live and study.

ATMs



ATM advertising is an effective ambient marketing format that displays branded messages on the screen directly to consumers at the moment they are withdrawing cash.

Coffee Cups



This format places brand messaging directly into the hands of consumers. It's a simple but impactful way to place your message in front of an engaged audience at a key point in their daily routine.

Leaflets



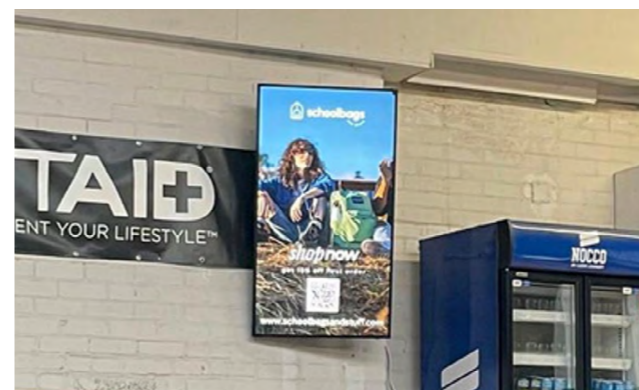
Leaflets are ideal for driving local awareness, promoting offers and encouraging immediate action. They're a cost effective format that allows for targeted distribution with ease.

Student Digital



Placed inside student accommodation. Similar to University digital screens, this network of screens offers brands a chance to attract the attention of young audiences where they live and spend their time.

Admitt Gym Network



Growing network of digital screens positioned within high engagement fitness environments across Northern Ireland. 11 Sites and growing.



PLANNING AIDS



JANUARY

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FEBRUARY

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MARCH

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APRIL

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MAY

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JUNE

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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| 26 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| | 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| | 28 | 29 | 30 | 31 | | | |

2026 CYCLE DATES

| | |
|----|-----------------|
| 1 | 29 Dec - 11 Jan |
| 2 | 12 Jan - 25 Jan |
| 3 | 26 Jan - 08 Feb |
| 4 | 9 Feb - 22 Feb |
| 5 | 23 Feb - 08 Mar |
| 6 | 09 Mar - 22 Mar |
| 7 | 23 Mar - 05 Apr |
| 8 | 06 Apr - 19 Apr |
| 9 | 20 Apr - 03 May |
| 10 | 04 May - 17 May |
| 11 | 18 May - 31 May |
| 12 | 01 Jun - 14 Jun |
| 13 | 15 Jun - 28 Jun |
| 14 | 29 Jun - 12 Jul |
| 15 | 13 Jul - 26 Jul |
| 16 | 27 Jul - 09 Aug |
| 17 | 10 Aug - 23 Aug |
| 18 | 24 Aug - 06 Sep |
| 19 | 07 Sep - 20 Sep |
| 20 | 21 Sep - 04 Oct |
| 21 | 05 Oct - 18 Oct |
| 22 | 19 Oct - 01 Nov |
| 23 | 02 Nov - 15 Nov |
| 24 | 16 Nov - 29 Nov |
| 25 | 30 Nov - 13 Dec |
| 26 | 14 Dec - 27 Dec |

| Print artwork Deadlines | Transit artwork Deadlines | Digital artwork Deadlines |
|-------------------------|---------------------------|---------------------------|
| 05-Dec | 05-Dec | 15-Dec |
| 18-Dec | 18-Dec | 06-Jan |
| 12-Jan | 09-Jan | 20-Jan |
| 26-Jan | 23-Jan | 03-Feb |
| 09-Feb | 06-Feb | 17-Feb |
| 23-Feb | 20-Feb | 03-Mar |
| 09-Mar | 06-Mar | 17-Mar |
| 23-Mar | 20-Mar | 31-Mar |
| 06-Apr | 02-Apr | 14-Apr |
| 20-Apr | 17-Apr | 28-Apr |
| 04-May | 01-May | 12-May |
| 18-May | 15-May | 26-May |
| 01-Jun | 29-May | 09-Jun |
| 15-Jun | 12-Jun | 23-Jun |
| 29-Jun | 26-Jun | 07-Jul |
| 13-Jul | 10-Jul | 21-Jul |
| 27-Jul | 24-Jul | 04-Aug |
| 10-Aug | 07-Aug | 18-Aug |
| 24-Aug | 21-Aug | 01-Sep |
| 07-Sep | 04-Sep | 15-Sep |
| 21-Sep | 18-Sep | 29-Sep |
| 05-Oct | 02-Oct | 13-Oct |
| 19-Oct | 16-Oct | 27-Oct |
| 02-Nov | 30-Oct | 10-Nov |
| 16-Nov | 13-Nov | 24-Nov |
| 30-Nov | 27-Nov | 08-Dec |

□ Bank Holiday ■ Start of Cycle

Per panel / screen spot

| ROADSIDE | |
|--------------------------------------|--------------------------------|
| Large Format | |
| 48 Sheet | £588* |
| Backlit 48 Sheet | £4,458* |
| 96 Sheet | £1,040* |
| Backlit 96 Sheet | £7,308* |
| 144 Sheet | £1,764* |
| Golden Square | £1,040 |
| Backlit Portrait | Average Rate £5,000 |
| Backlit 192 Sheet | £15,960 |
| Banner | Variable |
| Bridge | Variable |
| Large Roadside Digital | |
| Large Landscape / Portrait Screen | Variable £840-£5,750 |
| Small Roadside Digital | |
| Adshel Live | £60/day |
| Pulse Smart Hub | £1109/2 weeks |
| Streethub | £62/day |
| 6 Sheet or Similar | |
| Adshel | £440 |
| High Street 6 Sheet | £500 |
| Adwrap | £390 |
| Phone Kiosk | £280 |
| Kiosk+ | £21,800 bought as a package |
| Impact Wrap | Variable |
| Projection | Variable |
| Reverse Graffiti | Variable |
| Mega Wrap | Variable |

Two week cycle

| ROADSIDE | |
|-----------------------------|--------------|
| Mobile | |
| 48 Sheet AdMobile | £700/day |
| AdBike | £500/day |
| Digivan / Tri-Sided Digivan | Variable |
| Backlit AdWalker | £500/4 hours |
| Digital AdWalker | £585/4 hours |

^p denotes print inclusive

| RETAIL | |
|--------------------------------|--------|
| Supermarkets | |
| Asda Live | £1,130 |
| Supervalu AdTower | £340 |
| Tesco Digiscreen | £600 |
| Convenience & Service Stations | |
| Adbox | £210 |
| Convenience 6 Sheet | £235 |
| Applegreen Screen | £600 |
| Shopping Centres | |
| PurchasePoint | £310 |
| Global Mall D6s | £375 |
| JCDecaux Retail | £980 |
| Bauer Media Retail Digital | £1,150 |
| Boulevard Banbridge | £604 |

^{*} denotes average figure

| TRAVEL | |
|-------------------------------|----------------------|
| Bus | |
| T-Side (Forward & Off-Centre) | £456 |
| T-Side+ | £456 |
| Superside | £273 |
| Superside+ | £273 |
| Wrapped Bus | £3,500 |
| Mega Rear | £3,635 |
| Solus Rear | £126 |
| Back of Driver | £1,858/100 |
| Commuter Card | £1,333/100 |
| Belfast Sigtseeing Bus | £2,500 |
| Stations | |
| Banner | £40,000 - £60,000 |
| Column Wrap | £40,000 |
| Escalator Wrap | £25,000 |
| Glass Panel Wrap | £40,000 |
| Stair Wrap | £50,000 |
| Ticket Barriers | £2,000 |
| Station Live | £1,350 |
| Airport | |
| Airport Internal | Variable |
| Airport External | Variable |
| Other | |
| Taxi Wrap | Variable |
| Taxi Superside | Variable |

Non-standard and ambient format - Rate Cards available on request

Per panel / screen spot

Two week cycle

^p denotes print inclusive

* denotes average figure

LIFESTYLE

| | |
|--------------------|---------------|
| A3 Washrooms | £55 per panel |
| Glowboxes | £145 |
| Beer Mats | £120 |
| Bespoke Network | £50 |
| Petrol Pumps | Variable |
| ATMs | Variable |
| Student Digital | £350 |
| Admitt Gym Network | Variable |

**Non-standard and ambient format - Rate
Cards available on request**

| | Total | Belfast | Greater Belfast | Cities | Provincial |
|-----------------------------------|-------|---------|-----------------|--------|------------|
| Large Format | | | | | |
| 144 Sheet | 4 | 4 | | | |
| 192 Sheet - Backlit | 2 | 2 | | | |
| 240 Sheet | 1 | | | | 1 |
| 48 Sheet | 738 | 338 | 125 | 38 | 237 |
| 48 Sheet Backlit | 30 | 19 | 1 | 3 | 7 |
| 96 Sheet | 152 | 65 | 29 | 8 | 50 |
| 96 Sheet Backlit | 16 | 14 | | | 2 |
| 96 Sheet Portrait (Golden Square) | 9 | 5 | 1 | | 3 |
| Backlit Portrait | 4 | 3 | | | 1 |
| Banner | 10 | 9 | | | 1 |
| Bridge | 7 | 7 | | | |

6 Sheet

| | | | | | |
|---------------------|------|-----|-----|-----|-----|
| Adbox | 141 | 65 | 24 | 2 | 50 |
| Adshel | 1667 | 891 | 282 | 111 | 383 |
| Commuterlite | 3 | 1 | | | 2 |
| Convenience 6 Sheet | 91 | 24 | 13 | | 54 |
| High Street | 256 | 68 | 48 | 4 | 136 |
| Purchase Point | 77 | 25 | 10 | 7 | 35 |

| | Total | Belfast | Greater Belfast | Cities | Provincial |
|----------------------|-------|---------|-----------------|--------|------------|
| Transit - Bus | | | | | |
| T-Side* | 316 | 193 | 30 | 23 | 70 |
| Rears | 704 | 227 | 110 | 84 | 283 |
| Superside | 452 | 211 | 51 | 43 | 147 |
| BoD | 186 | 64 | 30 | 21 | 71 |
| Commuter Card | 1250 | 1000 | | 250 | |

*not separated into into fwd/ctr stems

Leisure

| | | | | | |
|--------------------|-------|--|--|--|--|
| Beer mats | Unltd | | | | |
| A3 Bespoke Network | Unltd | | | | |
| Glowbox A1/2 | 50 | | | | |
| Washroom A3 | 1000 | | | | |

Other Ambient

| | | | | | |
|----------------------|-------|--|--|--|--|
| Adwalkers | 10 | | | | |
| Promotional Staff | Unltd | | | | |
| Firefly | 1 | | | | |
| Inflatable Billboard | 1 | | | | |
| Reverse Graffiti | Unltd | | | | |

Travel - Airport Internals

| | | | | | |
|--------------------------|----|----|----|--|--|
| Lightbox (various sizes) | 38 | 15 | 23 | | |
| 6 Sheet | 5 | 5 | | | |
| Branded Walls / Banners | 32 | 20 | 12 | | |

| Digital | Total | Belfast | Greater Belfast | Cities | Provincial |
|--------------------------------------|-------|---------|-----------------|--------|------------|
| Digital Landscape | | | | | |
| Airport Digital (Landscape) | 7 | 1 | | 4 | 2 |
| Mall Digital (Large) | 1 | 1 | | | |
| Roadside Digital (Large - Landscape) | 52 | 24 | 10 | 4 | 14 |
| Digital Portrait | | | | | |
| Adshel Live | 100 | 61 | 13 | 6 | 20 |
| Airport Digital (Portrait) | 9 | 7 | | 2 | |
| Applegreen Digital | 8 | | 7 | | 1 |
| ASDA Live | 12 | 2 | 2 | | 8 |
| Mall Digital | 73 | 33 | 8 | 4 | 28 |
| Pulse Smart Hub | 36 | 36 | | | |
| Roadside Digital (Large - Portrait) | 7 | 3 | | 2 | 2 |
| Station Live | 12 | 7 | | 2 | 3 |
| Stena Digital | 4 | 4 | | | |
| Streethub | 20 | 20 | | | |
| SV Adtower | 25 | 1 | 3 | 5 | 16 |
| Tesco Digiscreens | 15 | 3 | 4 | | 8 |

***Digital quantities are represented as advertising displays in a loop.
i.e. 6 advertising displays per screen at 16.7% share of time'**

CONTACT US

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