

BIG CITY DRESSING

REACH YOUR AUDIENCE



 **RESET**

 **RESHAPE**

 **RESTART**



WELCOME

Our City Dressing portfolio comprises flags, banners and bespoke signage located in the city centre and main commuter routes into and out of the city.

With a population of over **1,100,000**, our City Dressing provides an ideal and affordable means of reaching and communicating with residents and visitors to our city.

FACT: 81% of people in the city commute to work by road

FACT: Over 41.8 million visitors per year

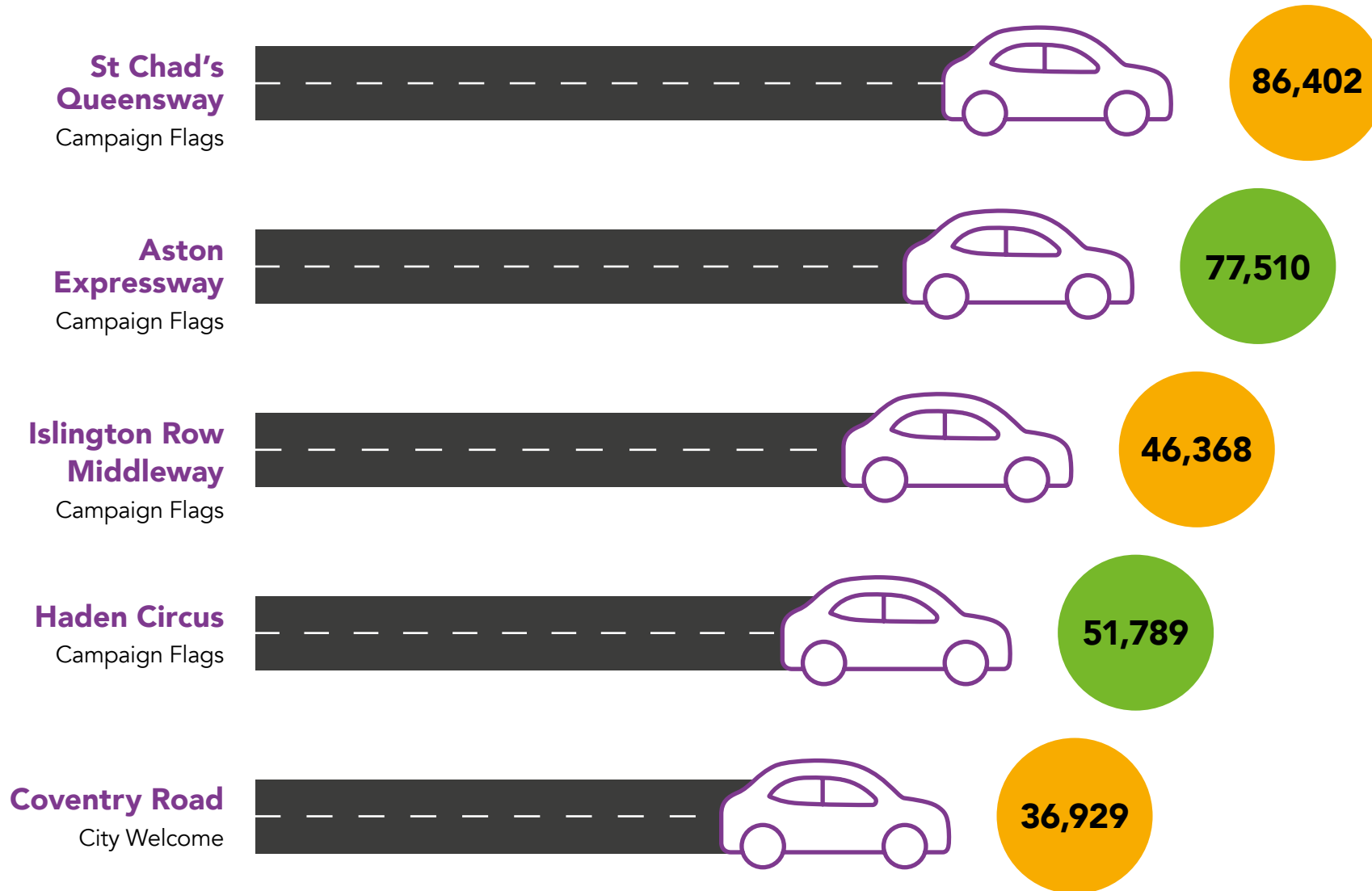
FACT: Visitors spent over £7.1 billion per year

City Dressing is flexible, time-sensitive and great value for money. Promoting events, festivals and businesses supporting our city and visitor economy.

All costs include print, installation and removal.

TRAFFIC FLOW

Birmingham's city dressing assets give maximum exposure to your campaign,
These figures show (on average) the number of vehicles that pass by them each day:



CAMPAIGN FLAGS

Over 100 flags located in prime locations including Colmore Row, High Street, Bull Ring, Great Charles Street Queensway and Moor Street Station, as well as major routes into the city.

Dimensions:
3,000mm (H) x 1,000mm (W)

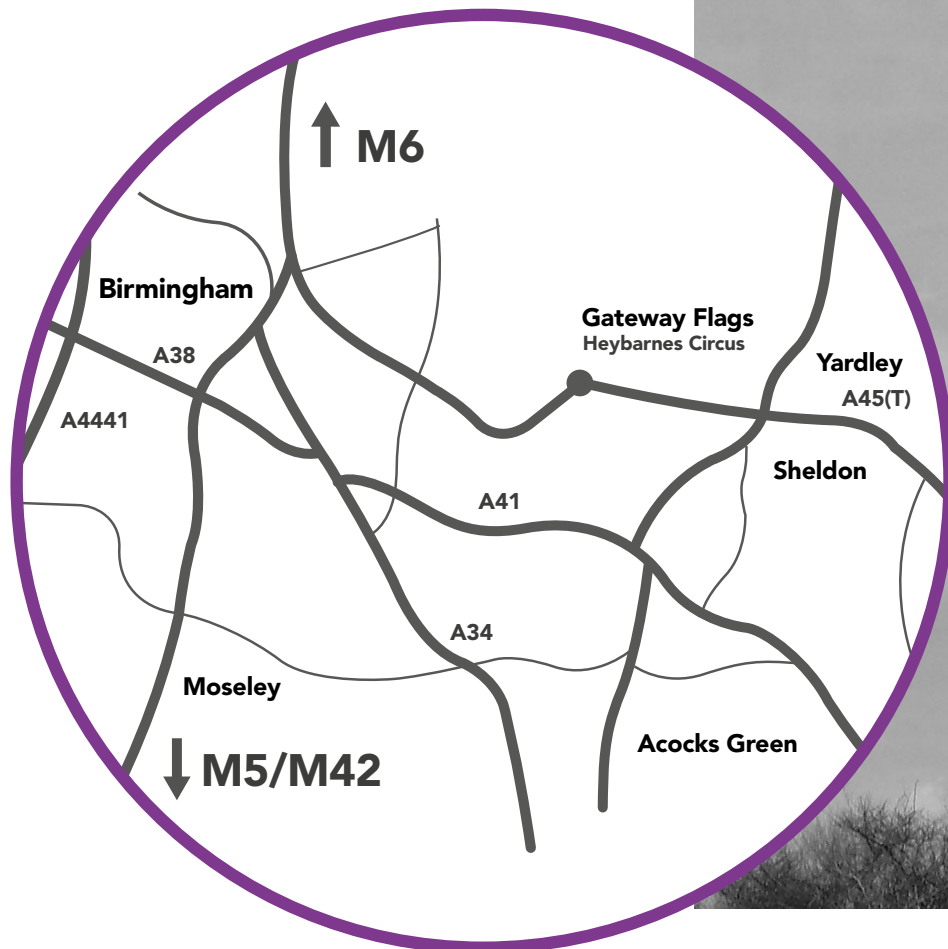
£2,000 per 10 flags per two weeks



GATEWAY FLAGS

10 flags prominently located at Heybarnes Circus, Birmingham's gateway on the A45 Small Heath Highway.

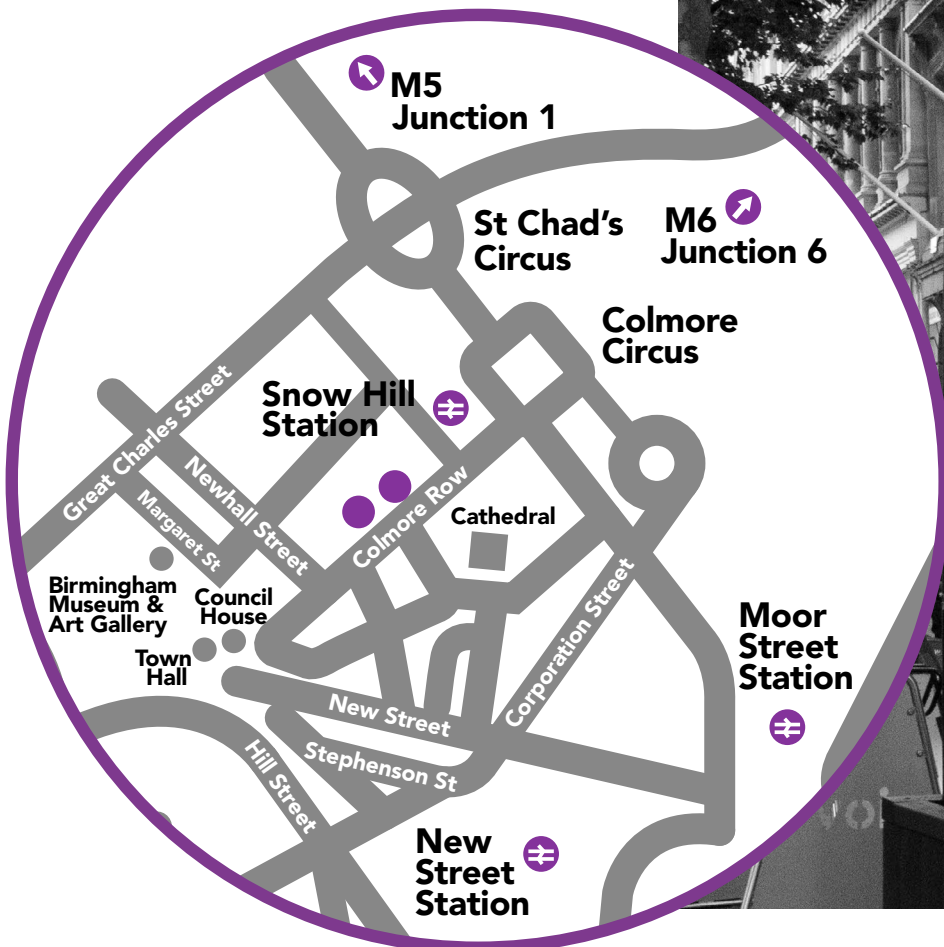
Dimensions: 4,000mm (H) x 740mm (W)
£2,000 per two weeks



PLANTER DISPLAYS

2 fixed double sided panels in the core pedestrian area of Colmore Row

Dimensions: 1,200mm (H) x 1,400mm (W)
£2,600 per two weeks (both signs)

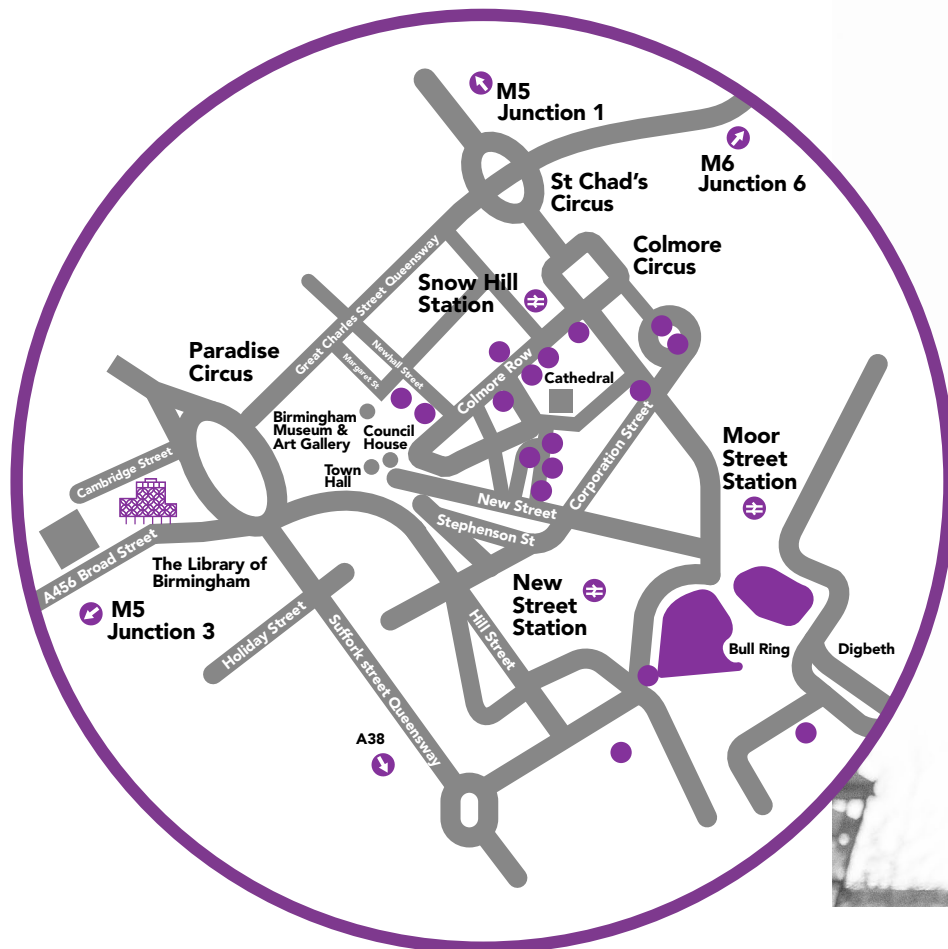


LAMP POST SCROLLS

17 rigid double sided panels in core city centre,
high footfall locations.

Dimensions: 750mm(H) x 450mm (W)

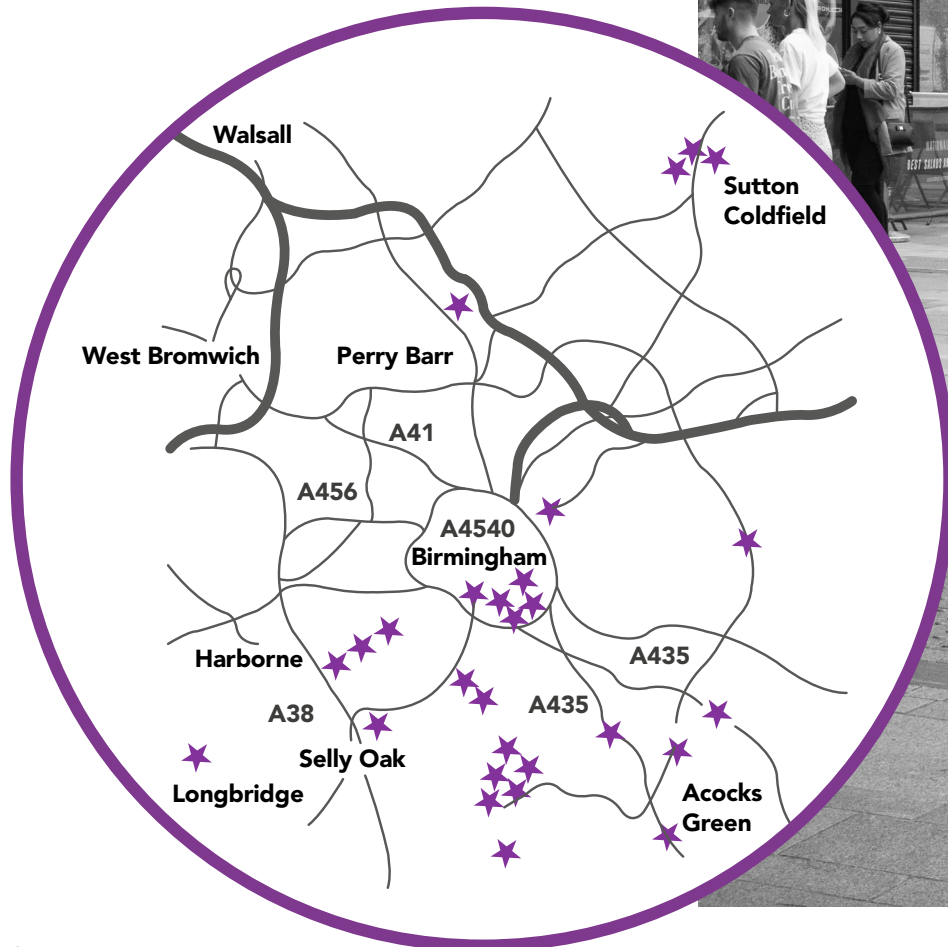
£2,500 per two weeks



CYCLE HUBS

72 panels fixed to cycle hubs in the city centre and across Birmingham's busiest high streets.

Dimensions: 980mm (H) x 610mm (W)
£1,200 per 10 hubs per two weeks



CITY WELCOME SIGN (A45)

Located at the A45 gateway visible travelling into and out of the city from Birmingham International Airport, Railway Station and the NEC.

Dimension: 2,425 x 2,425mm x 1,485 x 1,485mm
£2,000 per two weeks



ROUNABOUT, BOUNDARY SIGNS & LAMP POST BANNERS

Roundabout and Boundary Signs

CP Media manages our portfolio of roundabout sponsorship sites. The sites provide a highly trusted and visible form of advertising across Birmingham and are great for keeping your business front-of-mind with local customers and visitors to the area.

info@cpmedia.co.uk or
call: **014 2232 2255**



Lamp Post Banners

Bay Media manages our portfolio of over 450 Lamp Post Banners. Located in and around major event venues, high footfall areas and arterial routes in to and out of the city. A typical banner achieves 113.5 views each week.

enquiries@baymedia.co.uk

or call: **020 8343 2525**



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