

Urban Bus Coverage

Galway Commuter Belt 199k Adults 15+

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Limerick Commuter Belt 153k Adults 15+

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Dublin Commuter Belt 1.4 million Adults 15+

Waterford Commuter Belt 90k Adults 15+

Cork Commuter Belt 409k Adults 15+

TF











Who Sees Bus?

Everyone sees bus because bus goes where people go!

And bus delivers unrivalled audience coverage no matter how people travel around city and urban areas

Bus advertising lets your brand reach people at **national** and **local** level, with formats to suit every brief.



The Audience

THE ALCOHOL.

1.8million Adults Available

Routes reaching across the Greater Dublin Area

136

70% Of all routes outside the canal cordon



T-Side

- Dublin City, County & Commuter Belt
- Builds audience coverage quickly
- Dominating size
- Drop section = 6 sheet

Format Universe : 912

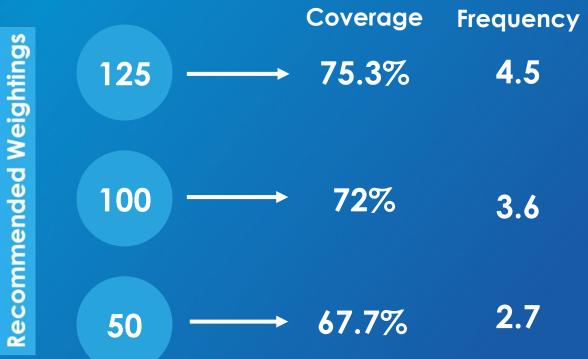
| 5 | | | Coverage | Frequency |
|------------------------|-----|--------------|--------------------------------------|------------|
| eighting | 100 | | 86.2% | 5.3 |
| Recommended Weightings | 80 | | 83.2% | 4.2 |
| Recom | 50 | Source: JNOR | 75.2% Q1 2022 Database. Du | 2.4 |



SuperSide

- Dublin City, County & Commuter Belt
- Pavement & bus stop facing
- Dominating size 10 ft above ground level!
- At the centre of retail & commuter audience pedestrian traffic

Format Universe : 1,033

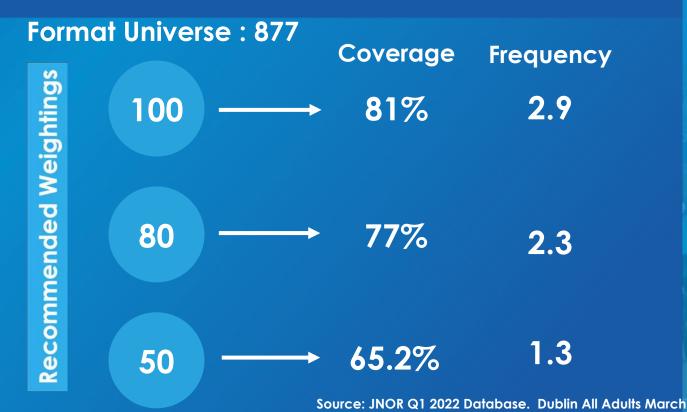


Source: JNOR Q1 2022 Database. Dublin All Adults March



SightLines (Lower Rear)

- Dublin City, County & Commuter Belt
- In line of sight of driver and front seat passenger
- One-to-One with audience
- At the centre of retail & commuter audience pedestrian traffic







TRANSPORT FOR

Routes across

Cork, Galway, Limerick, Waterford



Cork

202 Apple Campus – Hollyhill – City Centre – Mahon 203 Lehenaghmore – City Centre – Farranree 205 Cork Institute of Technology – St Patrick Street – Kent Station 207 Donnybrook – Douglas – Ballyvolane – Glenheights 208 Lotabeg – City Centre – Bishopstown/Curraheen 213 Patrick Street – Black Ash Park via South Mall 214 St Patrick Street – Cork University Hospital 215 Cloghroe – Blarney – City Centre – Ballinlough – Mahon Point 215a City Centre – Boreenmanna Rd – Mahon Point 216 Mount Oval to Cork University Hospital via City Centre 220 Ovens (EMC) – Ballincollig – City Centre – Maryborough Hill – Carrigaline (Liosbourne & Ferney Road)

(?)

Galway

401 Eyre Square – Salthill
402 Shangort Road (Seacrest) – Eyre Square – Merlin Park
403 Eyre Square – Castlepark
404 Newcastle – Eyre Square – Oranmore
405 Rahoon – Eyre Square – Ballybane
407 Eyre Square – Bóthar an Chóiste
409 Eyre Square – Parkmore Industrial Estate

Limerick

301 Raheen UHL – Westbury
302 Caherdavin – City Centre
303 Pineview – O'Malley Park
304 Ballycummin – UL
304a Raheen UHL – UL

SUBWA

Waterford

360 / 360a Waterford – Tramore

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Universe

70 x Cork 25 x Limerick 30 x Galway 2 x Waterford

| Urban Pack* | | |
|-------------|--|--|
| 16% SOV | | |

9 x Cork 5 x Limerick 5 x Galway 1 x Waterford

*Bought as part of National Urban Pack of 90 T-Sides



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*Bought as part of National Urban Pack of 120 SuperSides



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For further information please contact Tel: 01-669 4500 global.com/ie



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