

# STEP BY STEP GUIDE TO BUYING OUR OUTDOOR FORMATS





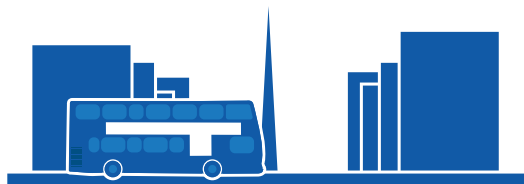
We want to make buying Outdoor advertising easy for you.  
If you've got any questions **call us on 01 669 4500**

Whether you want to reach local customers or have your advertising message reach a wider audience we can put the perfect package together for you.



## What does Outdoor advertising cost?

You can buy a single poster in a location of your choice for as little as €300.00. But to get the most out of your advertising budget talk to us and we will develop a campaign especially for you and guide you through the process.



## Why choose Outdoor Advertising?

Outdoor advertising lets you get your advertising messages to your target audiences when they are going to work, college, visiting friends, shopping or out socializing. And because nearly everyone has a mobile phone, they can contact your business in person or online.



## Which Outdoor Format is right for me?

We have a wide range of Outdoor Advertising formats on Bus, Rail, Roadside and Retail locations, right across the towns, cities and urban areas in Ireland. And because we have the widest range of Outdoor formats in Ireland, we can deliver the best campaign for your needs.



## How long will my Outdoor advertising campaign last?

Outdoor advertising usually takes place across 14 days (Cycle) and starts on a Monday. There are 26 cycles across a year. This time period gives advertisers the best opportunity to reach all their target customers.



## Can I select specific sites and locations?

Where you chose to place your Outdoor Advertising is up to you. It could be a billboard near your business, a poster in a train station or shopping centre, or on the outside of a bus across the cities and towns of Ireland.

Whether you want to advertise to people close to your business or cast your net further afield we can deliver.



## What do I do about making my ad?

Our production team can help organise the printing of posters. You can find production specifications [here](#)

# That's all there is to it.

**If you want more information or are ready to start planning your outdoor advertising campaign we'd love to talk to you.**