



global

Making everyone's
day brighter

Bus Format Guide



Global Formats & Environments

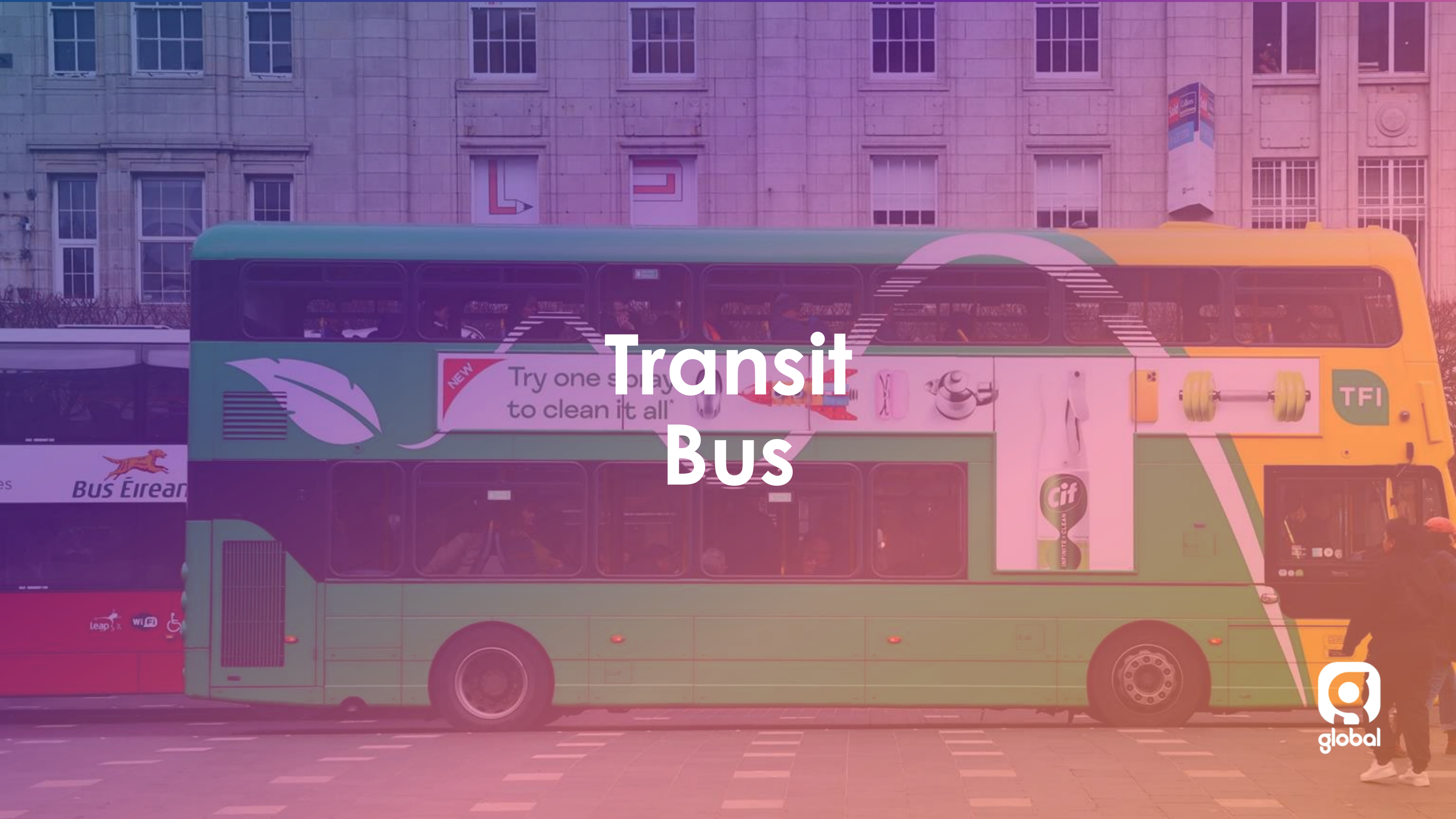
Transit Bus & Rail
Bus Éireann, Dublin Bus,
Aircoach
Iarnród Éireann/Irish Rail

Road & Fame
48 Sheet Billboards,
Digital 48s, Digital Bridges,
Lightboxes

Retail
Classic 6 Sheet (PurchasePoint),
Digital dPod, Digital dX



Transit Bus



Bus Éireann

leap Wi-Fi



Who sees bus?

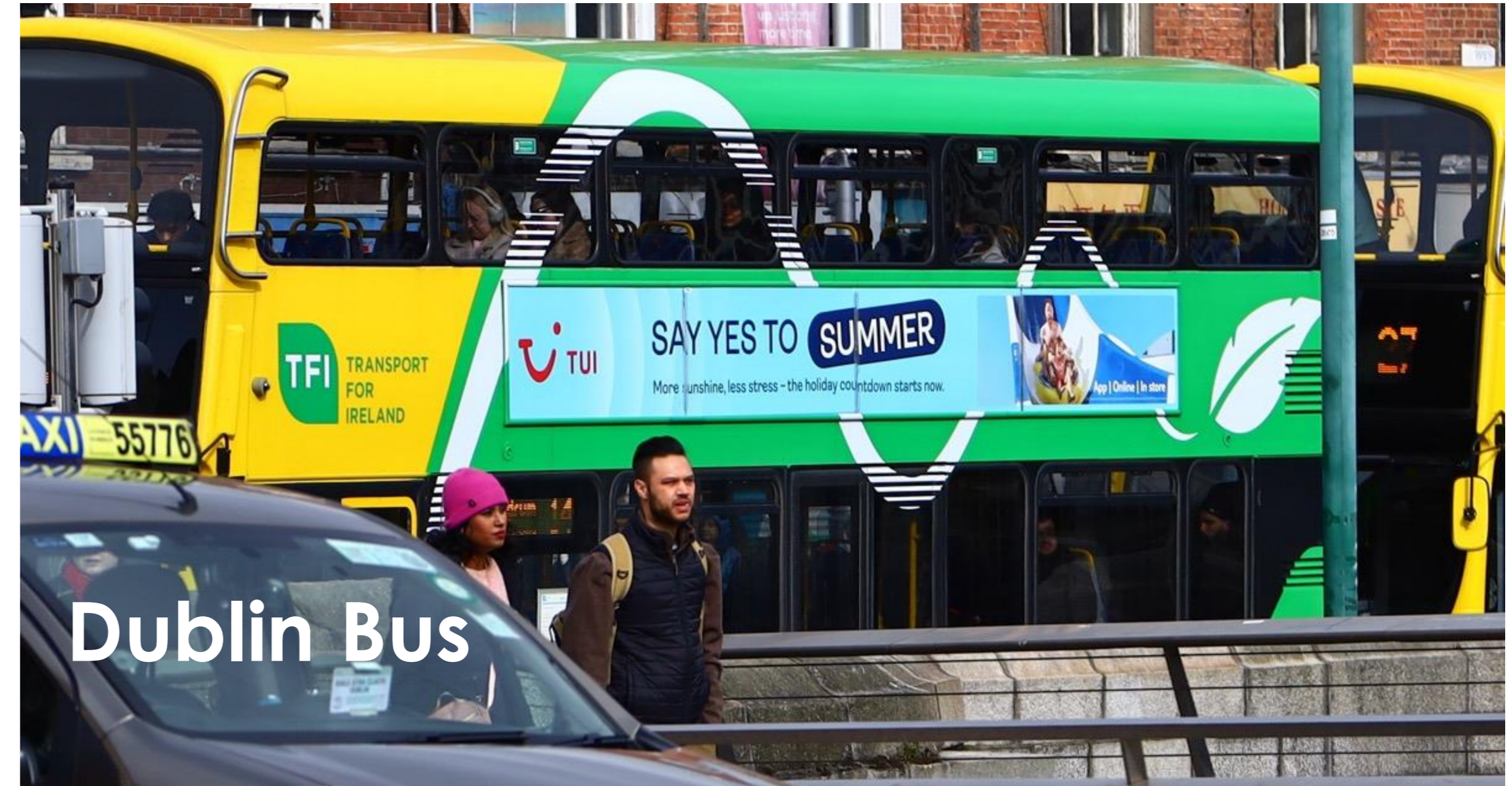
Everyone sees bus because bus goes where people go!

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.



Bus Operators



Dublin Bus



Bus Éireann



Aircoach





**Bus Átha Cliath
Dublin Bus**

Audience

1.8 million

Adults Available

136

Routes reaching across the
Greater Dublin Area

70%

Of all routes outside
the canal cordon



Framed Formats

T-Side

Delivering the highest audience coverage of any Outdoor format

Superside

Reach pedestrians & motorists 10ft above traffic

Sightline

In the line of sight of drivers and passengers



T-Side



Superside

Sightline





Mega Rears

Vinyl Specials 





Audience

47

Routes across

Cork, Galway, Limerick, Waterford



Framed Formats

T-Side

Delivering the highest audience coverage of any Outdoor format

Superside

Reach pedestrians & motorists 10ft above traffic

Sightline

In the line of sight of drivers and passengers





Audience

50%
ABC1 Adults

59%
Mainshopper

55%
16-24 Adults





62%

always see Aircoach when in the city centre



77%

think **BIG BRANDS** advertise on Aircoach



7 REASONS TO ADVERTISE ON AIRCOACH



Advertiser Guaranteed Routes

73% 

of Dublin Adults reached in a month. **714,750km** travelled by Aircoach per month

Operating 

24/7
364 days per year





23.3m missions per week (undertaken by Irish Adults)

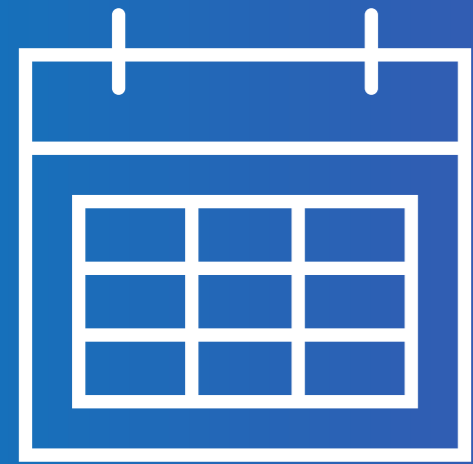


77% see Aircoach when travelling to Dublin airport





Visible 20 Hours per day



364 days per year



Aircoach Routes



Dublin

- ✓ Dublin Airport
- Drumcondra
- O'Connell St
- Trinity College
- Kildare St
- St. Stephen's Green
- Leeson St
- Burlington Road
- Donnybrook Village
- N11-RTÉ, UCD, Radisson Hotel
- Stillorgan Village
- Lower Kilmacud Road
- Sandyford Industrial Estate
- ✓ Leopardstown
- ✓ Dublin Airport
- 3 Arena
- Grand Canal
- Ballsbridge
- Merrion Road
- Booterstown
- Blackrock
- Monkstown
- Dun Laoghaire
- Glasthule
- ✓ Dalkey

BELFAST & DERRY

- ✓ Dublin City Centre
- Dublin Airport
- Belfast (via Motorway Network)
- Belfast International Airport
- Drumahoe Park & Ride
- ✓ Derry

CORK

- ✓ Dublin Airport
- Dublin City Centre
- ✓ Cork - Lower Glanmire Road (via Motorway Network)



Formats

ColourBus

Colour bus delivers the largest mobile advertising canvas available.

MegaRear

Create impact and drive advertising recall on Aircoach megarears

MegaRear & MegaSide

Create brand standout and incredible visibility



Thank You

Contact us to discuss your
campaign details

