



Northern Ireland Bus advertising planning guide.

Recommended weights by format for bus advertising in Northern Ireland.



Public Service

By its very nature, Bus is a public service. Bus advertising takes your message into the public domain on a trusted medium.

Movement

Buses move, and this movement gets noticed. This also converts to quicker campaign coverage build by taking your message to different people in different locations.

Provincewide

Bus advertising is available everywhere and in every postcode across Northern Ireland.



Rears

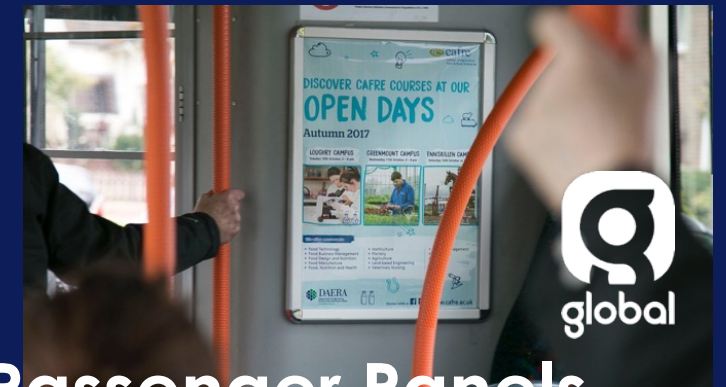
Highly Visual

Bus is a creative medium. Visuals are one of the strongest stimuli to grab attention and encourage action.



Broadcast

Bus is a truly broadcast medium. In the age of media fragmentation, Bus advertising excludes no one.



Passenger Panels



T-Sides

One of the most in demand bus formats due to its ability to build high coverage quickly. This combines with a T-Side's powerful stature and a drop section that is the same size as a 6 sheet and lends itself to stunning visuals sure to attract attention.

Belfast Metropolitan Area:

Depot	Universe
Short Strand (Metro)	70
Falls (Metro)	35
Milewater (Metro)	57
Newtownabbey (Metro)	31
Bangor	5
Lisburn	5
Newtownards	12
Grand Central Station (Ulsterbus)	6
Newtownabbey / Carrickfergus	8
Subtotal:	229

Recommended Weights Belfast Metropolitan Area



Rest of Northern Ireland:

Depot	Universe
Antrim	4
Armagh	3
Ballymena	1
Coleraine	2
Craigavon	6
Downpatrick	7
Dungannon	3
Enniskillen	5
Larne	4
Derry~Londonderry	16
Magherafelt	9
Newcastle	10
Newry	7
Omagh	10
Subtotal:	87

Northern Ireland Total:

316

Recommended Weights All Northern Ireland



Supersides

Supersides are pavement-facing with towering placement higher up on the bus for optimum visibility. They provide rare broadcast coverage on high streets and within commercial and retail environments prompting purchase in the right place, and at the right time.

Belfast Metropolitan Area:

Depot	Universe
Short Strand (Metro)	70
Falls (Metro)	39
Milewater (Metro)	62
Newtownabbey (Metro)	40
Bangor	10
Lisburn	10
Newtownards	23
Grand Central Station (Ulsterbus)	15
Newtownabbey / Carrickfergus	8
Subtotal:	277

Recommended Weights Belfast Metropolitan Area



Rest of Northern Ireland:

Depot	Universe
Antrim	12
Armagh	8
Ballymena	7
Coleraine	17
Craigavon	7
Downpatrick	13
Dungannon	8
Enniskillen	6
Larne	8
Derry~Londonderry	31
Magherafelt	15
Newcastle	20
Newry	12
Omagh	11
Subtotal:	175

Northern Ireland Total:

452

Recommended Weights All Northern Ireland



Rears

Bus rears combine mass coverage with a lower entry cost, delivering a local presence on a provincewide scale. Although one of the smaller bus formats, Solus Rears are perfectly placed for one-to-ones with motorists and their passengers offering increased dwell time for message absorption.

Belfast Metropolitan Area:

Depot	Universe
Short Strand (Metro)	85
Falls (Metro)	45
Milewater (Metro)	74
Newtownabbey (Metro)	23
Bangor	24
Lisburn	35
Newtownards	31
Grand Central Station (Ulsterbus)	20
Newtownabbey / Carrickfergus	20
Subtotal:	357

Recommended Weights Belfast Metropolitan Area



Rest of Northern Ireland:

Depot	Universe
Antrim	21
Armagh	14
Ballymena	16
Coleraine	50
Craigavon	39
Downpatrick	17
Dungannon	15
Enniskillen	13
Larne	17
Derry~Londonderry	64
Magherafelt	20
Newcastle	23
Newry	20
Omagh	18
Subtotal:	347

Northern Ireland Total:

704

Recommended Weights All Northern Ireland



Passenger Panels

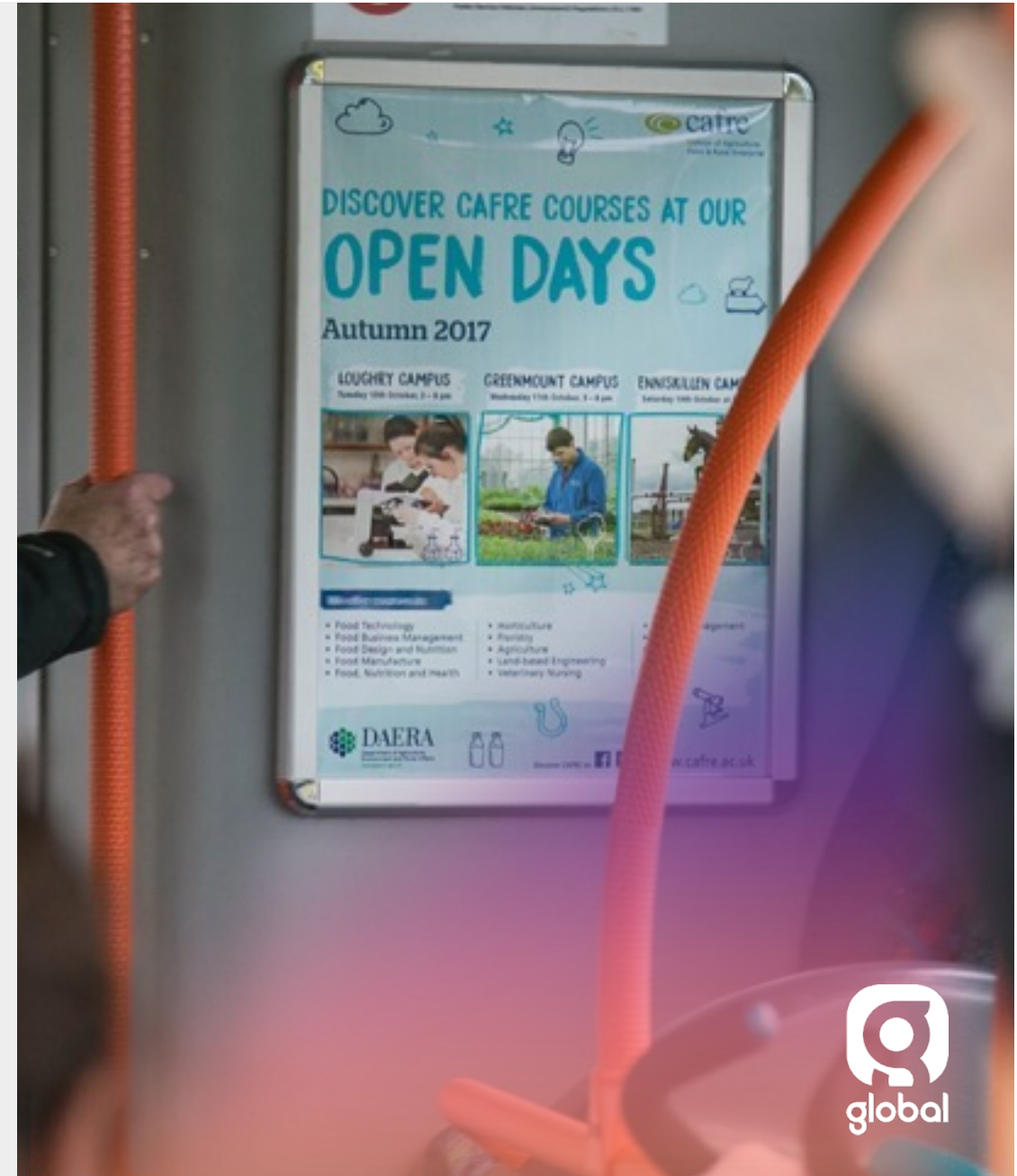
With a socially engaged and relaxed audience at your disposal, passenger panels are the perfect platform to persuade audiences who have the time and a means to act. Passenger panels are available in two different sizes and can be used to achieve provincewide coverage or target a specific local area.

Belfast Metropolitan Area:

Depot	Back of Driver	Commuter Card
Short Strand (Metro)	5	250
Falls (Metro)	26	250
Milewater (Metro)	0	250
Newtownabbey (Metro)	33	250
Bangor	6	
Lisburn	6	
Newtownards	12	
Grand Central Station (Ulsterbus)	10	
Newtownabbey / Carrickfergus	6	
Subtotal:	104	1000

Rest of Northern Ireland:

Depot	Back of Driver	Commuter Card
Antrim	5	
Armagh	8	
Ballymena	0	
Coleraine	3	
Craigavon	6	
Downpatrick	7	
Dungannon	0	
Enniskillen	3	
Larne	4	
Derry~Londonderry	14	250
Magherafelt	10	
Newcastle	8	
Newry	7	
Omagh	7	
Subtotal:	82	250
Northern Ireland Total:	186	1250



Bus depot / garage coverage

Depot	Depot / Garage Code	Sample Areas Covered
Short Strand (Metro)	BSD	Belfast City Centre High Street Newtownards Road Connswater Connsbrook Avenue Sydenham Station Holywood Road Knocknagoney Dundonald Sydenham Station Upper Newtownards Road Ballyhackamore Albertbridge road East Bridge Street Braniel Whincroft Road Castlereagh Road Bloomfield Roundabout Mountpottinger Link
Falls (Metro)	BFS	Belfast City Centre Ballymacanaghy Road Four Winds Saintfield Road Newton park Knockbreda Rosetta Ormeau Road Shaftesbury Square Ladybrook Finaghy Road North Malone Finaghy Road South Upper Malone Road Stranmillis Queens University Bradbury Place Great Victoria Street Wellington Place Conway Dunmurry Lisburn Road Balmoral Kings Hall Glenkeen Glenwood Upper Dunmurry Lane Blacks Road Cherry Road Glengoland Stewartstown Road Suffolk Road Glen Road Shaws Road Andersonston Kennedy Centre Falls Road Silverstream Crumlin Road Ardoyne Shops Springmartin Glencairn Woodvale Park Shankill Road Donegal Place
Milewater (Metro)	BVS	Belfast City Centre Finaghy Road North Malone Finaghy Road South Upper Malone Road Stranmillis Queens University Bradbury Place Great Victoria Street Wellington Place Conway Dunmurry Lisburn Road Balmoral Kings Hall Bradbury Place Great Victoria Street Wellington Place
Newtownabbey (Metro)	BNE	Belfast City Centre Glenville Ballyduff Road Fairview road Cammoney Village Glengormley Antrim Road Carlisle Circus Donegal Pass Fairview Road Cammoney Ballyclare Road tesco Northcott Upper Whitewell Abbeycentre Lower Whitewell Shore Road Yorkgate Station Merville Garden Village Rathcoole Valley Leisure Centre Doagh Road Cloughfern Monkstown Cars Glen Cliftonville Circus Crumlin Road
Bangor	BNI	Bangor Town Belfast Donaghadee Holywood M3 Newtownards
Lisburn	LSB	Aghagallon Aghalee Ballinderry Ballynahinch Banbridge Crumlin Dromara Dromore Dunmurry Hillsborough Lisburn Town Sprucefield Shopping Centre
Newtownards	NTD	Ballyhalbert Ballywalter Bangor Comber Donaghadee Dundonald Greyabbey Newtownards Town Portaferry
Grand Central	BVC	Newry Londonderry Ballygowan Comber Lisburn Crumlin
Newtownabbey / Carrickfergus	BNC	Antrim ROAD Shore ROAD Rathcoole Monkstown Jordanstown Carrickfergus
Antrim	ANT	Antrim Town Ballyclare Crumlin Glengormley Randalstown Templepatrick
Armagh	ARM	Armagh Town Hamiltons Bawn Keady Loughgall Markethill Middletown Moy Richhill
Ballymena	BMA	Ahoghill Ballymena Town Broughshane Carnlough Cullbackey Cushendall Glenarm Kells Kilrea Portglenone Randalstown.
Coleraine	CLE	Ballycastle Ballycastle Ballymoney Bushmills Castlerock Coleraine Town Garvagh Kilrea Limavady Portballintrae Portrush Portstewart
Craigavon	CGN	Banbridge Craigavon Shopping Centre Gilford Lurgan Portladow Tandragee
Downpatrick	DPK	Ardglass Ballynahinch Crossgar Downpatrick Town Killyleagh Newcastle Saintfield Strangford
Dungannon	DGN	Aughnacloy Ballgawley Benburb Castlecaulfield Coalisland Cookstown Donaghmore Dungannon Town Moy Moygashel Pomeroy Stewartstown
Enniskillen	ESN	Augher Ballinamallard Belcoo Castlecaldwell Clougher Derrygonnelly Derrylin Enniskillen Town Fivemiletown Irvinestown KesH Lisnaskea
Larne	LNE	Ballyclare Ballygalley Carnlough Cushendall Cushendun Glenarm Larne Town Moyle
Derry~Londonderry	LYR	Ballykelly Claudy Donemana Dungiven Eglinton Gransha Limavady Londonderry City & County Newbuildings Strabane
Magherafelt	MGT	Castledawson Cookstown Draperstown Dungiven Kilrea Maghera Magherafelt Town Tobermore Toomesbridge.
Newcastle	NEE	Annalong Annesborough Ballynahinch Castlewellan Downpatrick Dundrum Kilkeel Newcastle Town Rathfriland
Newry	NRV	Bessbrook Crossmaglen Forkhill Kilkeel Newry Town Centre Newtownhamilton Rathfriland Rostrevor Warrenpoint
Omagh	OMA	Augher Castlederg Dromore Fintona Greencastle Gortin Mountfield Newtownstewart Omagh Town Plumbridge Sixmilecross Strabane.

* The above table is not exhaustive and is subject to change.

