



# What's my ROI?

## Building & Construction



**Average 12-month  
billboard campaign**

**Initial credit  
account limit**

**That's 2 new  
accounts a year**

These figures are based on speaking directly to our current clients. If you would like a more detailed breakdown for your specific sector, get in touch with one of our experts!

**DID YOU  
KNOW?**

**100,000 potential  
customers see our  
billboards every week\***

\*Average weekly figures across all of our billboards. Statistics provided by DfT.