



# What's my ROI?

## Secondary School



Average 12-month billboard campaign



per-pupil funding in schools for 2023-24



That's less than 1 student per year

These figures are based of 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.