



**Average 12-month  
billboard campaign**

**The cost of 1 large  
skip per week**

**That's less than 1 skip  
every 2 weeks**

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.