



## motorway CV

visible on the road

- 12 x 4m billboard space (visible format: 12 x 4m, print format: 12,2 x 4,2 m)
- illuminated surfaces,
- a nationwide network of media located by the main transit roads in metropolitan areas and smaller towns, by entrances to popular holiday destinations,
- media adapted to displaying advertising posters on paper or vinyl (PVC),
- the media for unorthodox presentations - advertising can go beyond the board and feature 3D elements,

The Motorway is a network of over 300 large format locations, selected on the basis of traffic intensity studies, at long slipways and intersections, with excellent visibility, ensuring uninterrupted contact with the advert.

Motorway enables the implementation of a variety of campaigns - nationwide or profiled, aimed at the residents of selected regions or traveling along the selected route. The campaigns we offer are tailor-made, consisting of carefully selected media, reaching a precisely defined target group.

The campaign delivered on the Motorway 12 x 4m surfaces may be supported by actions using other media: the Large Format in city centers (such as image building campaigns and brand launches) or on mobile media: Airboards, MobiJets and JetBikes in local promotional events, supporting nationwide advertising.



zwraca uwagę

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