

tailored advertising solutions



Trucks/RoadAds - a whole new outdoor media phenomenon. RoadAds, advertising on trucks has a whole range of benefits that may not initially spring to mind. We offer bespoke campaigns and adverts for our clients which can include lenticular effects (an image that changes strikingly with movement) and reflective technology so that truck posters can be seen at night. Whether you need to up-weight a traditional poster campaign, use the medium as stand-alone, or in conjunction with other media, RoadAds can be a vital part of the mix.

RoadAds can become a vital element in a sales promotion campaign - ask us to design vehicle interiors for tastings or signings and watch the accrued PR value mount up!

Focal Point Advertising have been established since 1987 and can help you reach strategically targeted audiences through traditional and out-of-home advertising opportunities. To find out more call us today, you won't be disappointed.

Tel: **01256 767837**
Web: **www.focal.co.uk**

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