

tailored advertising solutions



AdBarriers are the perfect medium to reach the vehicular audience, they present a physical barrier which the audience must pass through and has to interact with.

With an average dwell time of 12 seconds when entering and 8 seconds when leaving the car park you can be confident that your message will be seen. The medium is fully accountable as every person who enters the car park receives a ticket, therefore showing every vehicle which views the advertising.

AdBarriers provide a massive audience with 75.7 million cars passing through each year and are available in all NCP car parks in towns and cities as well as over 40 top shopping centres and 22 airports providing a wide range of sites.

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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