



Train Station Advertising

If you want to target the commuter, what better way than advertising on train stations? Most of the larger and regional stations will have advertising opportunities that will fit most budgets.

There are a number of differing poster opportunities from 4 sheet (60inch x 40 inch) posters, 6 sheet (bus shelter size) to the large billboard posters.

Four sheet would be the most cost effective route to advertising and Focal Point are able to give you good coverage in one location or help to spread a budget across a number of stations for either short or long term campaigns.

Most posters can be booked for a minimum term of two weeks, and Focal Point are able to give a full design and production service thereby able to see your campaign through from inception to display.

Other opportunities that would be available that would also target the commuters are Ad Gates. As opposed to having one or a number of posters on a platform, you could target all people as they enter or leave the station, thereby giving your message a greater impact.

As your potential clients leave the station, what about advertising on Black Cabs. Advertising on cabs works very

well in conjunction with train station advertising and again can enhance your campaign.

Train station advertising is just one of a number of outdoor and ambient media opportunities that Focal Point are able to offer you.

Please call Richard, Sarah or Denise in the office and they will be only too glad to help you.



www.businessinberkshire.co.uk