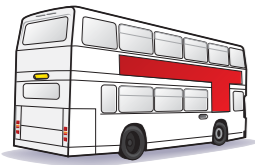


Standard formats to suit all needs and budgets



T-Side or T-Shape



Superside



Streetliner



Upper / Lower Rear



Bus Rear



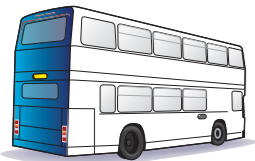
Headliner / Interior



Double Deck Wrap



Single Deck Wrap



Double Deck Mega Rear



Supersquare



Single Deck Megarear

and some more...



Please call me, **Stephen Spiers**, Head of Specialist & Agency Sales,
on **07798 618 269**
or email me: stephen.spiers@rfmediauk.com

Ratcliffe Fernley Media



Buses

Remain the great outdoor broadcast medium

Stand out through sheer physical size

Operate in key locations often where there is little other outdoor opportunities but where audiences congregate

Work around the clock

Are present at the point of purchase, and add exposure when used in conjunction with other medium

Buses are a great advertising medium

Bus Fleet Coverage



- Scotland**
Livingstone, Paisley
- North/North West**
Huddersfield, Greater Manchester, Liverpool, Widnes, Blackburn, Wrexham, Burnley, Harrogate, York, Halifax, Keighley
- Central**
Nottingham, Derby, Leicester Mansfield, Birmingham, Hinckley
- Wales**
Pembroke, Caernarfon
- South/South West**
Bristol, Newton Abbot, Basingstoke Chippenham
- Home Counties/South East**
Peterborough, St Alban's, Dunstable Luton, Hatfield, Stevenage, Epsom, Grantham, Essex GLC, Chelmsford Cambridge/Huntingdon

Central



Our fleets in Nottingham totally dominate. With the top two fleets we have over 375 buses as well as 15 trams. We also have fleets in Leicester and Derby.

In Birmingham and Greater Birmingham we offer unique and complementary cover.



Well over 3000 buses
(9% of the national commercial fleet)

Representing 150 bus companies