

Advertising on the Tram



Nottingham *City wide advertising*



**Ratcliffe
Fernley Media**
The Bus Advertising Experts

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FM** **Ratcliffe
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Buses carry **your message direct to the High Street**, constantly seeking out **new audiences for your business**.

Buses communicate tirelessly in a variety of ways; they are **an integral part of daily life** for pedestrians and motorists alike.

Buses are **big**, absolutely **everywhere** and **reach any desired audience**. The national medium with the local touch, **everyone has a local bus!**

Buses are the word on the street - what's on, what's new, what to see and what's relevant. Buses catch the eye and **communicate efficiently and effectively**.

UK ADULTS SPEND **70%** OF THEIR TIME OUT-OF-HOME

Ratcliffe Fernley Media handles the sales of advertising on over **200 bus fleets across the UK**, with over **3,500 buses**.

We offer a **full service** that includes designing your advertisement, printing and production, as well as keeping it **well maintained and looking good**.

Ratcliffe Fernley Media's team is expert at designing and creating **effective and impactful** bus advertising.

We know how you can make **best use of your budget** to create advertising that really does work in **conveying your message**.

THE MOST SEEN OUT-OF-HOME MEDIUM

Over half the adult population has seen advertising on the side of a bus in the last week and 90% of people live within five minutes of a bus route.*

People in the UK take 4.2 billion bus journeys every year, 29% of all adults use the bus for at least 1hr a week and the average bus journey lasts 30 minutes.*

35% of 25-34 year olds have seen advertising either inside or outside a bus in the last week.*

There is no better way to reach your customers.

*Source: TGI, NTS



MEGA REAR



SUPERSQUARE



SUPERSIDE



REARS



STREETLINER



HEADLINERS