Ratcliffe
Fernley Media

Advertising on the Tram
Facts & Figures

NOTTINGHAM EXPRESS TRANSIT

Ratcliffe Fernley Media Limited • Evans Business Centre • Hartwith Way • Harrogate • HG3 2XA
Tel: 01423 813 470 • Fax: 01423 813 471 • www.rfmediauk.com

NOTTINGHAM TRAM ADVERTISING

With over 10 million passenger journeys a year the tram is a successful and integral part of the Nottingham passenger transport network.

Ratcliffe Fernley Media have high profile advertising sites available, both onthe the interior and exterior of the tram, as well as illuminated 6 sheets at selected tram stops along the busy route, and in the heart of Nottingham City Centre.

Ratcliffe Fernley Media will assist with planning & production, ensuring that your company can enjoy enhanced visibility on this highly successful mode of transport.

TRAM FACTS

- There are 15 trams serving Line One, running every 5 minutes at peak times.
- 60.15% of passengers are female, 39.85% are male*
- 56.69% of passengers are between 18-34 years*
- 49.96% of passengers are working full time*
- 17.34% of passengers are full - or part - time students*
- 37% of commuting passengers use the tram every day*
- 34% of commuting passengers use the tram several times a week*

*Source: NET Customer Satisfaction Survey 2008

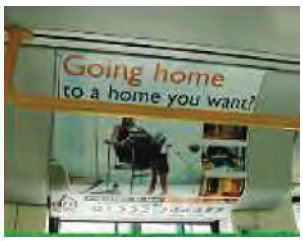
WRAPPED TRAM MEGA-SIDE

SUPER SQUARE

TRAMLINER
5060mm x 760mm
3350mm x 760mm

SUPER HEADLINER
1525mm x 500mm

WINDOW HEADLINER
1330mm x 265mm



EXIT BULKHEAD
740mm x 695mm

PIC HEADLINER
1240mm x 255mm