Big City Dressing
Reach Your Audience
Our Big City Dressing portfolio comprises of flags, banners and bespoke signage located in the city centre and main commuter routes into and out of Birmingham.

With a population of over 1,100,000, our City Dressing provides an ideal and affordable means of reaching and communicating with residents and visitors to our city.

**FACT:** 81% of people in the city commute to work by road

**FACT:** Over 41.8 million visitors in 2017

**FACT:** Visitor spend over £7.1 billion in 2017

Big City Dressing is flexible, time sensitive and great value for money. Promoting events, festivals and businesses supporting our city and visitor economy.
Birmingham’s city dressing assets give maximum exposure to your campaign. These figures show (on average) the number of vehicles that pass by them each day:

- **St Chad’s Queensway**: 86,402 vehicles
- **Aston Expressway**: 77,510 vehicles
- **Islington Row Middleway**: 46,368 vehicles
- **Haden Circus**: 51,789 vehicles
- **Coventry Road**: 36,929 vehicles

Big City Flags and Big City Welcome are the names of the assets.
Big City Flags

Prime locations including Colmore Row, Snow Hill and Moor Street stations, major routes into the city or positioned to reach target audience upon request.

Dimensions: 3,000mm (H) x 1,000mm (W)

£1,750 per 10 flags per two weeks
Big City Static Flags

11 static flags prominently located at Heybarnes Circus, Birmingham’s gateway on the A45 Small Heath Highway.

Dimensions: 4,000mm (H) x 740mm (W)

£1,750 per two weeks
Planter Displays

2 fixed double sided panels in the core pedestrian area of Colmore Row
Dimensions: 1,200mm (H) x 1,400mm (W)

£1,200 per planter per two weeks
Lamp Post Scrolls

17 rigid double sided panels in core city centre locations.
Dimensions: 750mm(H) x 450mm (W)

£2,300 per two weeks
Big City Cycle Hubs

72 panels fixed to cycle hubs in the city centre and across Birmingham’s busiest high streets and leisure facilities.

Dimensions: 980mm (H) x 610mm (W)

£1,200 per 10 hubs per two weeks
Big City Welcome (A45 Sign)

Located at the A45 gateway visible travelling into and out of the city from Birmingham International Airport, Railway Station and the NEC.

Dimension: 2,425mm x 1,485mm

£1,800 per two weeks
Lamp Post Banners
Located in and around major event venues, high footfall areas and arterial routes in to and out of the city.

enquiries@baymedia.co.uk or call: 020 8343 2525

Roundabout and Boundary Signs
CP Media manages our portfolio of roundabout sponsorship sites. The sites provide a highly trusted and visible form of advertising across Birmingham and are great for keeping your business front-of-mind with local customers and visitors to the area.

info@cpmedia.co.uk or call 01422 322255
All media prices quoted are inclusive of production and installation. Deadlines and artwork specifications will be provided.

Please feel free to contact our Business and Commercial Development Team at any time; we look forward to receiving your call.

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