

Step by Step Guide

To Bus Advertising



73%

of NI public say bus advertising makes their town more interesting

Source: work.shop.play. 2015

There's no doubt that Bus Advertising is an effective and cost efficient way to get your message out there.

Getting started and booking your bus advertising campaign with Exterion Media has never been easier. We have a dedicated team based in Belfast to help you with every stage of the process.

Full support is available, from planning your campaign through to booking, concepts and spec art, designs, printing and posting.

1

Which Format Is For Me?

We help you evaluate which formats will deliver the most effective campaign for you.

2

Selecting Sites & Locations

Our team would be happy to help you with a proposed depot recommendation that delivers your message where it matters.

4

Posting Your Campaign

All Exterion Media formats are posted in accordance with our posting calendar which runs in 2 week cycles.

3

Artwork Design & Printing

All our bus advertising packages include artwork design and printing. Our in-house design team produces your print-ready artwork based on your brief and requirements.

5

Post-Campaign Aftercare

We value our clients and want to build and maintain long term relationships. So after your campaign has gone live, we offer a complete aftercare service including campaign analysis, review and post-campaign photography.



All that's left is to get in touch, so why not contact **Lee McFaul** or **Jayne Hunter** on 028 9104 2116