



for messages that matter

Your message where it matters most



LED Digital
Portrait



3.5m Wide x
4.8m High



Inbound Traffic



347,000 Vehicles
per week



Major Transport
Corridor

24/7 All Day & Night

The Messagespace LED Billboard puts your message where it matters.

In today's busy and fast-paced life, our digital billboard is perfect for reaching people on the go in one of Adelaide's prime commuter corridors.

With weekly passing traffic of **347,000 vehicles**, we can help your business launch, build and maintain brand awareness in a cost-effective manner.

Messagespace delivers a **24/7 marketing presence** with superior brand recall and awareness through an almost unmissable medium.

Located near the intersection on one of **Adelaide's major transport corridors**, it impacts passing and stationary traffic heading inbound from the affluent north-eastern suburbs.

With 97% of vehicle traffic comprising non-commercial vehicles this billboard is highly effective in **targeting retail consumers**.

If you want flexible, affordable and effective advertising for your business then contact Messagespace today.

Advertising Packages starting from just \$350

Display Bookings 1 week 4 weeks 12 weeks +

Terms & Conditions apply. Prices exclusive of GST.

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SCHEDULING

Screen scheduling occurs each Wednesday.

SCREEN CHANGES

Screens are able to be changed weekly. Screens must be received by 12.00pm on the Wednesday prior to going live the following Monday. There is no loading fee for weekly screen changes.

DISPLAY

For maximum brand awareness and recall, advertising is displayed in rotating 45-second blocks.

SCREEN DESIGN

You can supply us with the graphics for your screens using the guidelines below or Messagespace can develop your creative. Please contact us to request a quote.

CONTENT

Screens must be suitable for advertising to a broad audience. Messagespace reserve the right to refuse publication.

INDUSTRY EXCLUSIVITY

Your advertising needs to deliver maximum impact for your brand. We'll make sure there are no competing industry advertisers during your booking.

PAYMENT

Payment must be received in full by 12.00pm five working days prior to going live on the following Monday. For contracts longer than 3-month terms, we can break the payments up into an agreed schedule.

ARTWORK SPECIFICATION

Size: 596 x 813 px
Orientation: Portrait
Format: JPG or PNG

Design Guidelines

WHEN DESIGNING YOUR AD TAKE SOME OF THESE USEFUL GUIDELINES INTO ACCOUNT TO MAXIMISE THE IMPACT OF YOUR MESSAGE

Use

High contrasting text
Text on simple backgrounds
Large text
Bold text
Simple fonts
As few words as possible
Images

Avoid

Text on busy backgrounds
small text
Fine, *cursive* or *elaborate* fonts
Large patches of bright areas such as white and yellow
Lots of text

CONTRASTING COLOUR SUGGESTIONS

WHITE

BLACK

WHITE

BLUE

WHITE

GREEN

ORANGE

BLUE