

Address: **Centrica House, New York Road, Leeds LS2 7PE**

Banner Size: **12m wide x 18m high (216 sq. m)**

6 Sheet Pro: **100 x bigger**

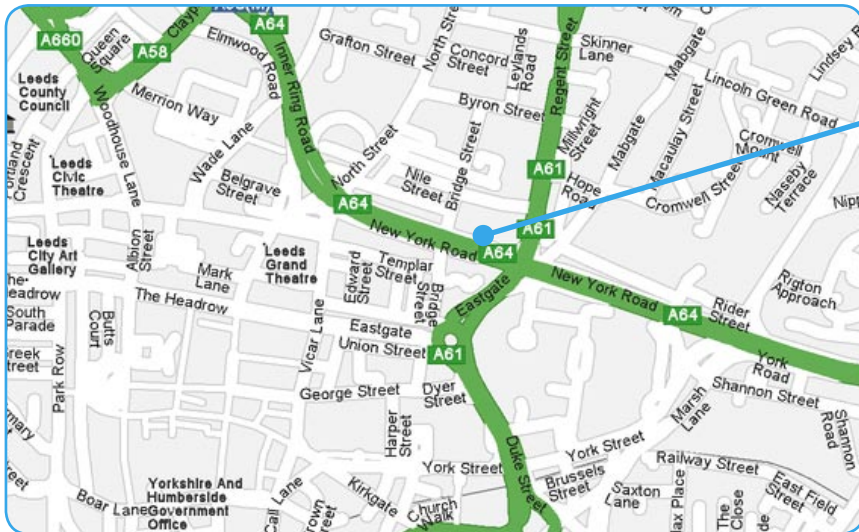
96 Sheet Comparison: **6 x bigger**

Traffic Counts: **1,437,510 per month**

Illumination: **Front**

Material: **PVC**

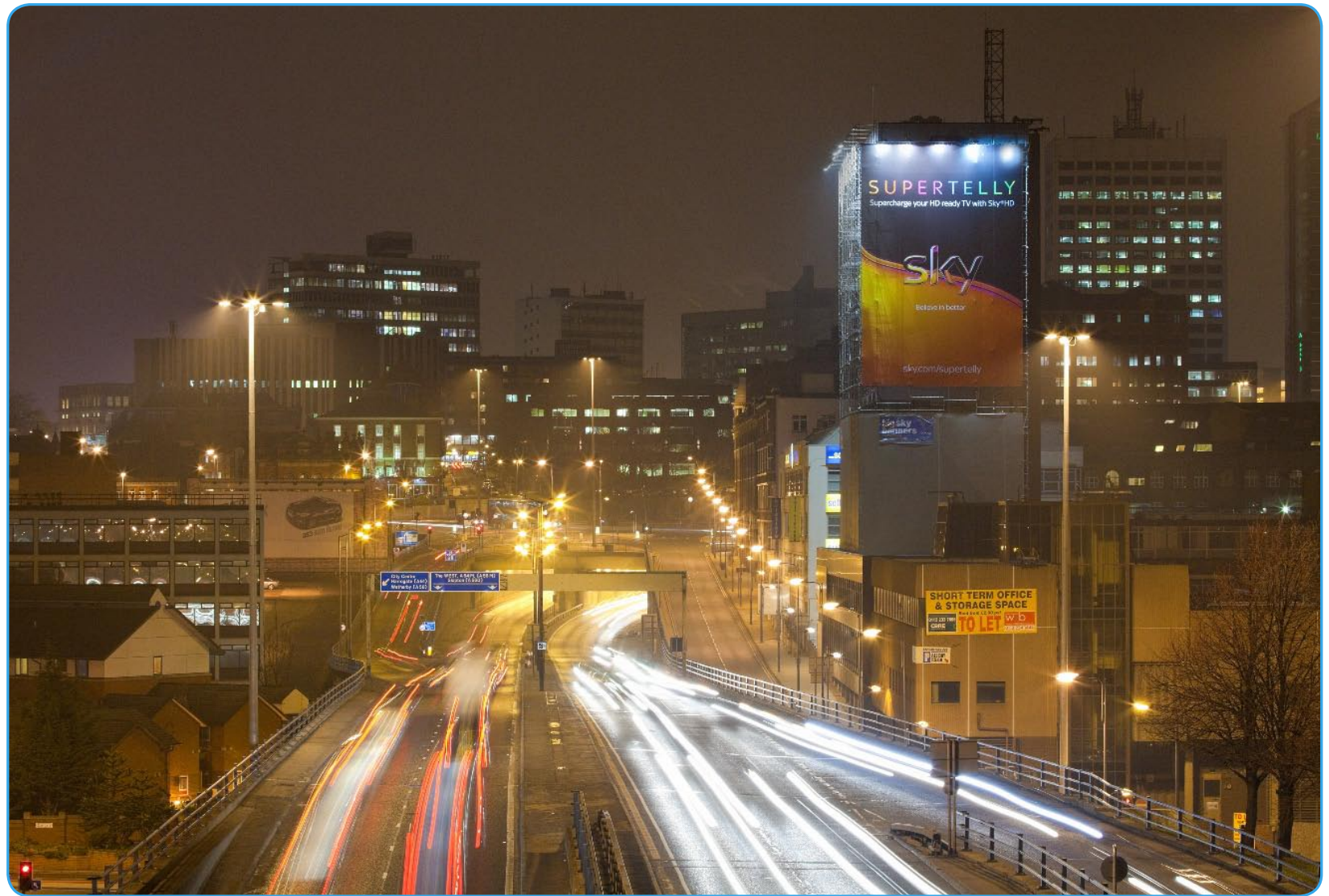
Production: **Included**



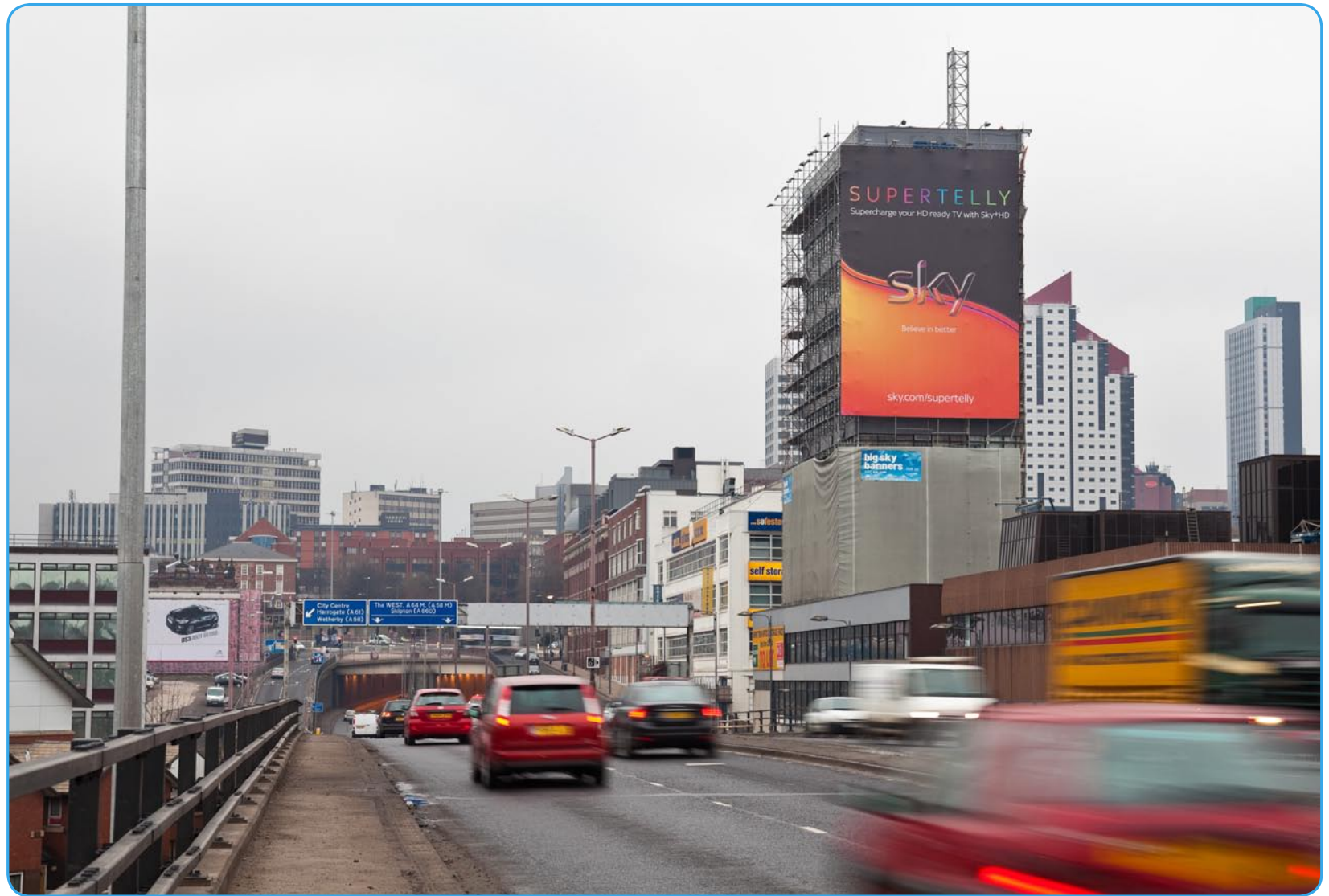
The Big 6 Head On Elevation New York Road, Leeds

Big Sky are now offering advertisers the choice to invest in the biggest banner site in Leeds as a head on elevation only. Aptly named 'The Big 6' the site is exactly in proportion to a standard 6 sheet **but** 100 x greater in size! In the current economic climate this allows the client to benefit from a lower entry level along with still reaching the highest traffic audience in Leeds, at over 2.25 million impacts per month. The site stands head on to traffic entering Leeds City centre on the A64(M), the main arterial route from the A1 and M1 which forms part of the Inner Ring Road and which is thronged with traffic at all times. This newly sized offering is ideal for 6 sheet pro artwork.

Invest in this landmark location and let your client benefit from the new opportunity and lower investment level by calling us on the number below.



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