

Reach a New Audience... in a **New Way**



VieuPoint isn't just another digital advertising billboard – it's a **vibrant digital canvas that stops people in their tracks**. Alternating between striking artwork and curated messages, your advert appears directly after a piece of world-class artwork, ensuring **maximum audience attention and visual impact**.

Located on Birmingham's A38 in Longbridge, VieuPoint is seen by over **100,000 passing vehicles daily**, not to mention the growing number of pedestrians in this fast-developing area. **For just £100 your message plays 510 times per day**; to reach a similar audience via online or print ads would typically cost £500–£2,000+ per day. VieuPoint offers **unmatched visibility at a fraction of the price**, and with more flexibility than other digital billboards.

Maximum Visibility, Meaningful Impact

- Screen Size: 10.56m x 3.84m, portrait format
- Display Area: 443" diagonal - equivalent to 96-sheet billboard
- Location: A38 Bristol Road South, Longbridge (B31 2JP)
- Audience: 100,000+ daily vehicles + growing pedestrian traffic
- Availability: 06:00–23:00, 7 days a week

Duration	Cost Per Day	Total Cost
1-6 Days	£100	£100–£600
7-13 Days	£85	From £595
14-29 Days	£75	From £1,050
30+ Days	£65	From £1,950

Artwork Specs:

Resolution: 576 x 1584 (portrait)
Format: JPG, WEBP, HEIC or PNG
Font size: Minimum 60pt recommended
Visuals: Bold, high-contrast graphics work best



What You Get:

- 10-second** full-screen advert
- Displayed every 2 minutes** (that's 510 plays per day)
- Unlimited daily updates** – switch up your message as often as you like

Ready to Stand Out?
Get in touch to secure your campaign:
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www.vieupoint.com