



OUTLAWS FOR LIFE

ROCKSTAR GAMES PRESENTS

RED DEAD REDEMPTION II

PS4 26 OCTOBER 2018

R*

Ryman stationery

BUS STOP

Edinburgh Shandwick Place

860,000 impacts - 150sqm

Maximus Maximise

A unique and exciting new addition to the Maximus stable of Mega Banners. With Edinburgh having suffered from banner scarcity over the years, Maximus are now able to offer a fantastic opportunity in the heart of the city just a stone's throw from Princes street. This brilliant banner offers a credible and exciting opportunity for brands who want big and bold coverage in one of the most visited cities in the U.K.

The new Edinburgh Mega Banner is situated in the heart of Edinburgh's West End, within easy walking distance of Princes Street's shopping establishments; the boutiques, restaurants and bars of George Street and an eclectic range of independent shops in the West End itself.

The site is visible from both directions on this busy Road, benefitting from traffic lights at either end of the road and high vehicular dwell times.

At over 150 SQM the site dominates its surrounding area offering advertisers an unparalleled opportunity to dominate this amazing city.

With an incredible central location, huge audience and great visibility this banner is a must have on any Edinburgh brief.

Behind the scenes

Not only a capital city, Edinburgh is also the leading festival city in the world, home to the phenomenal summer festivals, and a UNESCO World Heritage Site. Wherever you look, the city buzzes with a sense of excitement all year round.

Packed with medieval tenements, narrow roads of the Old Town and the sweeping elegance of the Georgian New Town, there's no question that Edinburgh deserves its reputation as one of the most stunning and enthralling cities in the world.

With an unparalleled range of events, fantastic shopping, top-class dining, including four Michelin star restaurants, a fabulous bar and café culture, vibrant nightlife, a varied arts scene, relaxing spas and beautiful green spaces to unwind at, Edinburgh is a pure pleasure.

A city and Banner not to be missed on any National banner brief.

MAXIMUS

IMPACTS	860,000 per 14 days
SIZE	18m wide x 8.5m high
MAXIMUS FACTOR	16.7
VISIBILITY	100 meters

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