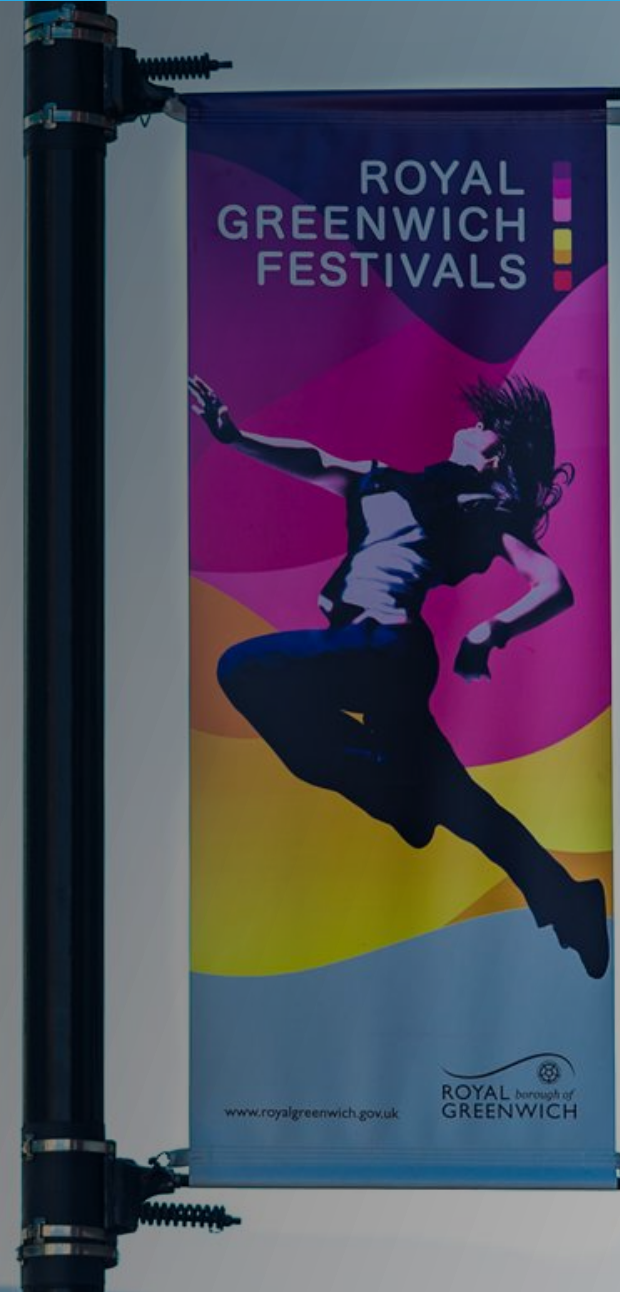


# Lamppost Banner Advertising

*High Impact Advertising*



*Bay Media banner for Royal Greenwich Festivals*

Bay Media banners for Islamic Relief



## About us

Bay Media are the UK's largest provider of lamppost banner advertising, which we provide to more than two thirds of the UK's local authorities.

We return revenue from commercial advertising to our local authority partners - we returned over £970k in 2022. Councils can also use banners to share important messages with their local communities.

We work with councils, PFIs and testing companies to create safe and effective street dressing across towns and cities. Our patented solutions adhere to all UK highways requirements.

Our local authority partners choose the types of campaigns allowed in their area, everything else is handled by Bay Media.



Bay Media banners for Wakefield's  
'Experience Wakefield' campaign

## Lamppost banners

Our banners are crafted for maximum durability and visual impact, with a patented, tear-resistant design. Our brackets are engineered to withstand extreme weather and protect street columns.

**Highly visible** – Large banners raised at least 2.4m above street level, ensuring your campaign is clearly visible at all times.

**Trusted** – We are trusted by customers of all sizes, our past work includes Google, Amazon and the Olympic Games.

**Targeted** – Banners can be placed on nearly any street column, allowing for precise targeting of key areas.

**Cost-effective** – A highly visible, double-sided format, positioned in busy areas for maximum reach at minimal cost.

**Guaranteed** – We guarantee your banners for the duration of your campaign, including any maintenance.

## Benefits

### The Power of OOH

Reaches 97% of the adult UK population weekly.  
Our banners achieve over 500k weekly views in high-traffic areas.

### Why Partner with Bay Media

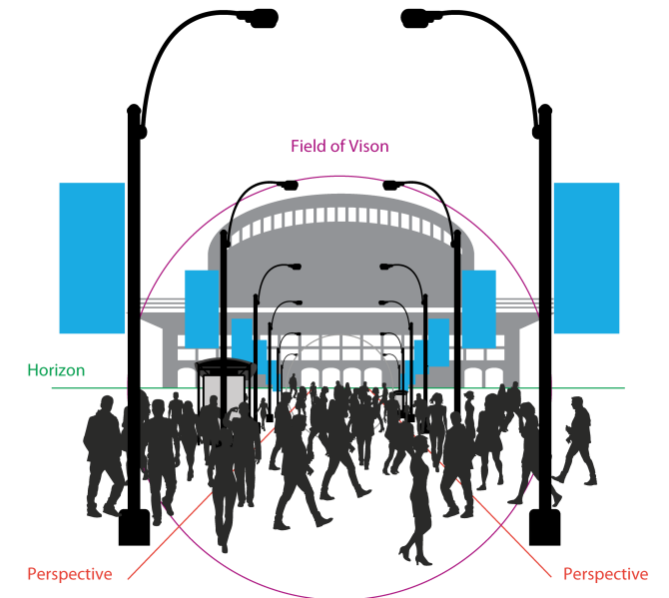
Revenue Sharing: £1m reinvested back into local councils annually.  
One Point of Contact: Simplified communication for your campaigns.  
Community Impact: The OOH industry reinvests 40% of its revenue back into public services and infrastructure.

### What Sets Us Apart

Local Benefits: Helping to fund vital community projects & services.  
Trust and Reliability: Official partners for high-profile events like the Olympics and Tour de France.  
Ethical Approach: Commitment to recycling banners and contributing to tree-planting initiatives for a greener future.



*Bay Media banner for Cardiff Metropolitan University*





Bay Media banners for  
The Lion King

THIS RAMADAN  
MEANS  
MORE



GIVE MORE  
DO MORE  
BE MORE

**DONATE NOW**

MUSLIM.AID.ORG 020 7377 4200

Muslim Aid  
Serving Humanity

Bay Media banner  
for Muslim Aid

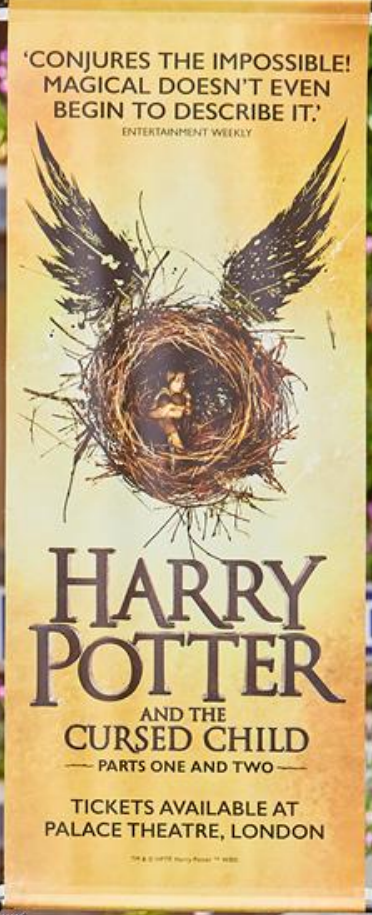
CAMDEN  
20  21  
BOXING CLUB

FIGHT  
TOGETHER

HAWLEY WHARF

WWW.CAMDENBOXINGCLUB.COM

Bay Media banners  
for a boxing club



Bay Media banners for Harry Potter and the Cursed Child

**SUNDERLAND**  
**CITY OF CULTURE**  
BID 2021  
[www.sunderland2021.com](http://www.sunderland2021.com)  
#Sunderland2021

Sunderland City Council  
MACSunderland  
University of Sunderland  
Sunderland's Business Partnership

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Bay Media banners for Sunderland's 'City of Culture' bid



GOOD TO  
**SEE YOU**  
welcomebackmanchester.com

**WE  
MISSED  
YOU!**  
LOVE  
MCR  
welcomebackmanchester.com

MAINTAIN  
**SAFE**  
DISTANCE  
LOVE  
MCR  
welcomebackmanchester.com

**WE  
MISSED  
YOU!**  
LOVE  
MCR  
welcomebackmanchester.com

**H**  
GOOD TO  
SEE YOU  
LOVE  
MCR  
welcomebackmanchester.com

**WELCOME  
BACK!!!**

Bay Media banners for Manchester's post-Covid 'Welcome Back' campaign



OFFICIAL BANNER OF THE  
THE MANCHESTER  
FLOWER  
SHOW

1<sup>ST</sup> - 2<sup>ND</sup> JUNE  
KINGSTREETFESTIVAL.COM  
@KINGSTFESTIVAL

Part of Manchester's  
KING STREET  
FESTIVAL

Manchester Flower Show



King Street

55 Restaurant/Retail Unit TC  
KING STREET 2,995 sq  
WILKINSON BUILDING 42

Bay Media banners for Manchester's King Street Festival



1 Sydney Street

CUBITTS



Bay Media banner for a Chelsea FC campaign

# Get in touch

*Plan your next campaign*

0208 343 2525

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[www.baymedia.co.uk](http://www.baymedia.co.uk)



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