

eimedia

We are **eimedia** an **innovative billboard and out-of-home specialists** with industry leading technology, superior and personalised customer service, attention to detail and a passion for helping businesses grow through **premium advertising and brand campaign strategies**.

Our **strategically located billboards** provide maximum exposure delivering your brand and or campaign message straight to the viewing audience resulting in strong viewer to conversion ratios.





Exponential growth markets in NSW

NSW is growing at an extremely fast rate. Billions of dollars are being invested in urban, commercial and industrial development.

\$35 billion - Total infrastructure pipeline

\$3.6 billion - Planned roads infrastructure

664,000 - New homes needed by 2031

\$5.3 billion - Investment for Western Sydney Airport

\$72 Billion - Gross Regional Product

240,000+ - Local businesses and

1.9 million - Residents and growing

Australia's Third Largest Economy

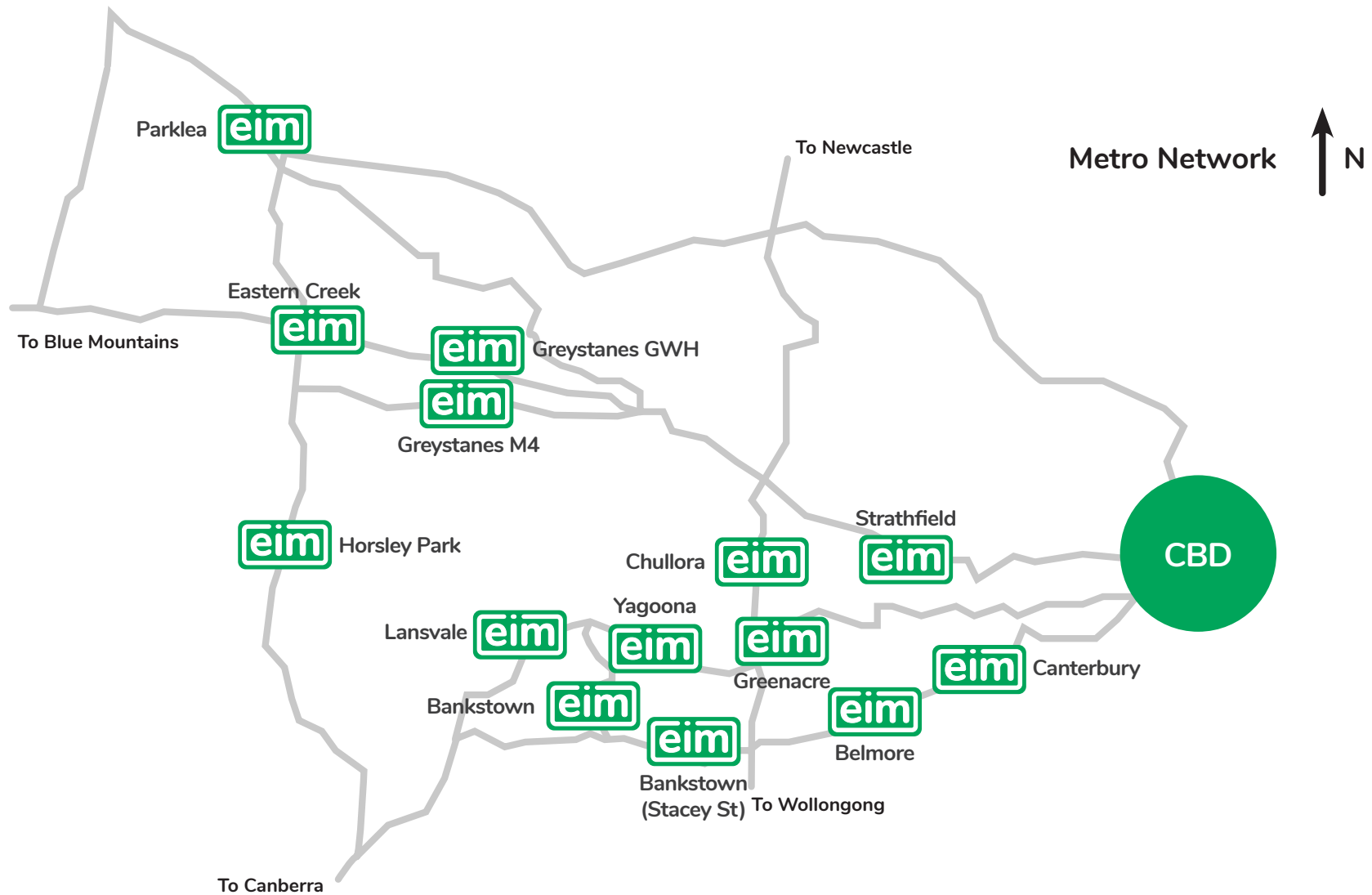
Scoped to absorb 2/3 of Sydney's urban growth

Growing Population of Over 2.2 Million

Working age demographic with higher disposable income

Sydney and greater New South Wales is still business as usual despite the COVID-19 impacts. Traffic and viewer numbers are still high and at their pre-COVID-19 levels unlike other impacted areas of Australia.





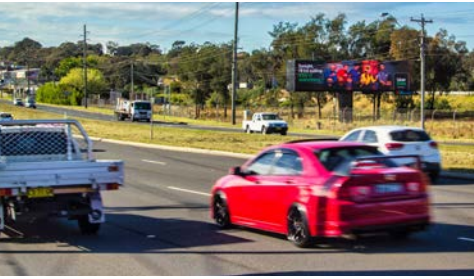
Comprising 14 sites, 6 dual screen sites,
8 single screen sites and 18 digital screens
and 3 static in total.





D97 (Northbound)
M7 Motorway,
Horsley Park, NSW, 2175

Physical Size: 19.2m x 4.8m
Display Size: 1920px x 480px



D25 (Eastbound)
615 Great Western Highway,
Greystanes, NSW, 2145

Physical Size: 13.2m x 3.2m
Display Size: 1320px x 320px



D01 (Eastbound)
M4 Motorway,
Greystanes NSW 2145

Physical Size: 13.2m x 3.6m
Display Size: 1320px x 360px



D193 (Westbound)
615 Great Western Highway,
Greystanes, NSW, 2145

Physical Size: 13.2m x 3.2m
Display Size: 1320px x 320px



D00 (Westbound)
M4 Motorway,
Greystanes NSW 2145

Physical Size: 13.2m x 3.6m
Display Size: 1320px x 360px



D57 (Westbound)
Great Western Highway,
Eastern Creek, NSW, 2766

Physical Size: 13.2m x 3.2m
Display Size: 1320px x 320px



D89 (Northbound)
140 Rookwood Road,
Yagoona, NSW, 2199

Physical Size: 12.8m x 3.84m
Display Size: 1280px x 384px



D49 (Eastbound)
Great Western Highway,
Eastern Creek, NSW, 2766

Physical Size: 13.2m x 3.2m
Display Size: 1320px x 320px



D185 (Southbound)
140 Rookwood Road,
Yagoona, NSW, 2199

Physical Size: 12.8m x 3.84m
Display Size: 1280px x 384px





D225 (Eastbound)
**457 Hume Highway,
 Yagoona, NSW, 2199**
 Physical Size: 6m x 3m
 Display Size: 1008px x 504px



D681 (Westbound)
**186 Hume Highway,
 Lansvale, NSW, 2166**
 Physical Size: 5.4m x 2.6m
 Display Size: 640px x 320px



D201 (Northbound)
**255 Henry Lawson Drive,
 Bankstown Aerodrome, NSW, 2170**
 Physical Size: 8m x 2.7m
 Display Size: 960px x 324px



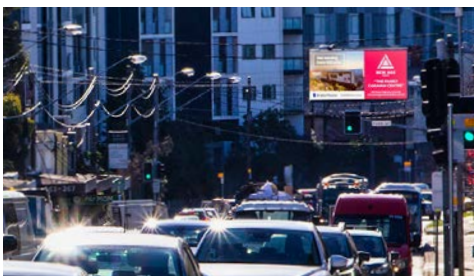
D233 (Southbound)
**1190 Old Windsor Rd,
 Parklea, NSW, 2768**
 Physical Size: 4m x 4m
 Display Size: 600px x 600px



D209 (Southbound)
**255 Henry Lawson Drive,
 Bankstown Aerodrome, NSW, 2170**
 Physical Size: 8m x 2.7m
 Display Size: 960px x 324px



D241 (Northbound)
**1190 Old Windsor Rd,
 Parklea, NSW, 2768**
 Physical Size: 4m x 4m
 Display Size: 600px x 600px



D265 (Eastbound)
**225-229 Canterbury Road,
 Canterbury, NSW, 2193**
 Physical Size: 7.2m x 3.6m
 Display Size: 1080px x 540px



D006 (Southbound)
**Cnr Stacey Street and Fairford Road,
 Bankstown, NSW, 2200**
 Physical Size: 5.76m x 2.88m
 Display Size: 1152px x 576px



D129 (Westbound)
**627A-629 Canterbury Road,
 Belmore, NSW, 2192**
 Physical Size: 12m x 3.6m
 Display Size: 1200px x 360px





2000-I (Eastbound)

**1 Hume Highway,
Greenacre, NSW, 2190**

**Physical Coverage: 25sqm
Physical Size: 12.66m x 3.35m**



2002-I (Eastbound)

**478-484 Parramatta Road,
Strathfield, NSW, 2135**

**Physical Coverage: 25sqm
Physical Size: 12.66m x 3.35m**



Why Digital Roadside Advertising?

Nearly 7 in 10 drive in traffic
on their typical week

1. 1.3x more likely than the general population to commute to their work/
study destinations by car
2. 35% say large billboard signs capture their attention
3. 1.3x more likely than the general population to think that billboard ads
improve the status of the advertised brand
4. 34% have seen billboard ads in the past 7 days



Out Of Home Advantages

OOH Digital advertising allows brands to be flexible, unique, contextually relevant and targeted, while reaching mass audiences

OOH has a real audience

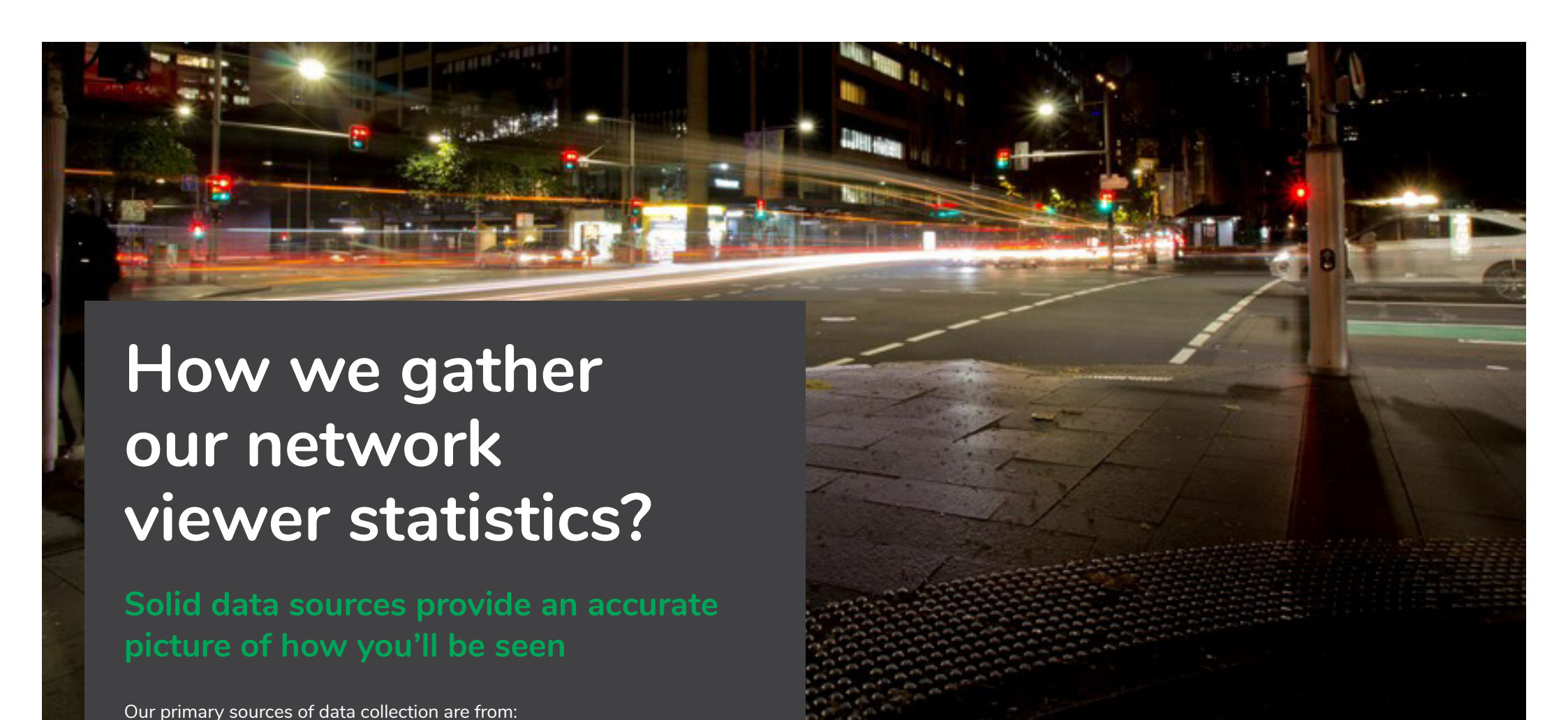
1. OOH reaches more people than any other advertising channel – 93 per cent of the Australian population living in and around the capital cities
2. In the last nine years, OOH audiences have grown 31 per cent vs 20.4 per cent population growth, OOH audiences are more receptive and likely to act on your brand messages
3. Biometric research shows people are 2.5x more alert outside the home compared to screen time at home, and are 2x more alert and likely to act
4. Alertness increases by 98 per cent outside the home, which drives the attention and memory encoding necessary for advertising impact

OOH advertising improves ROI

5. When paired with other media channels, OOH drives Mobile, Social and Digital, encouraging people to search, try and transact
6. OOH increases TV campaigns and TV + Digital campaigns – ask us how

Out Of Home
will be 'the'
medium
poised to help
businesses



A long-exposure photograph of a city street at night. The image shows light trails from cars and streetlights, creating a sense of motion. The street is illuminated by various lights, and buildings are visible in the background. The overall scene is dark with bright highlights from the lights.

How we gather our network viewer statistics?

Solid data sources provide an accurate picture of how you'll be seen

Our primary sources of data collection are from:

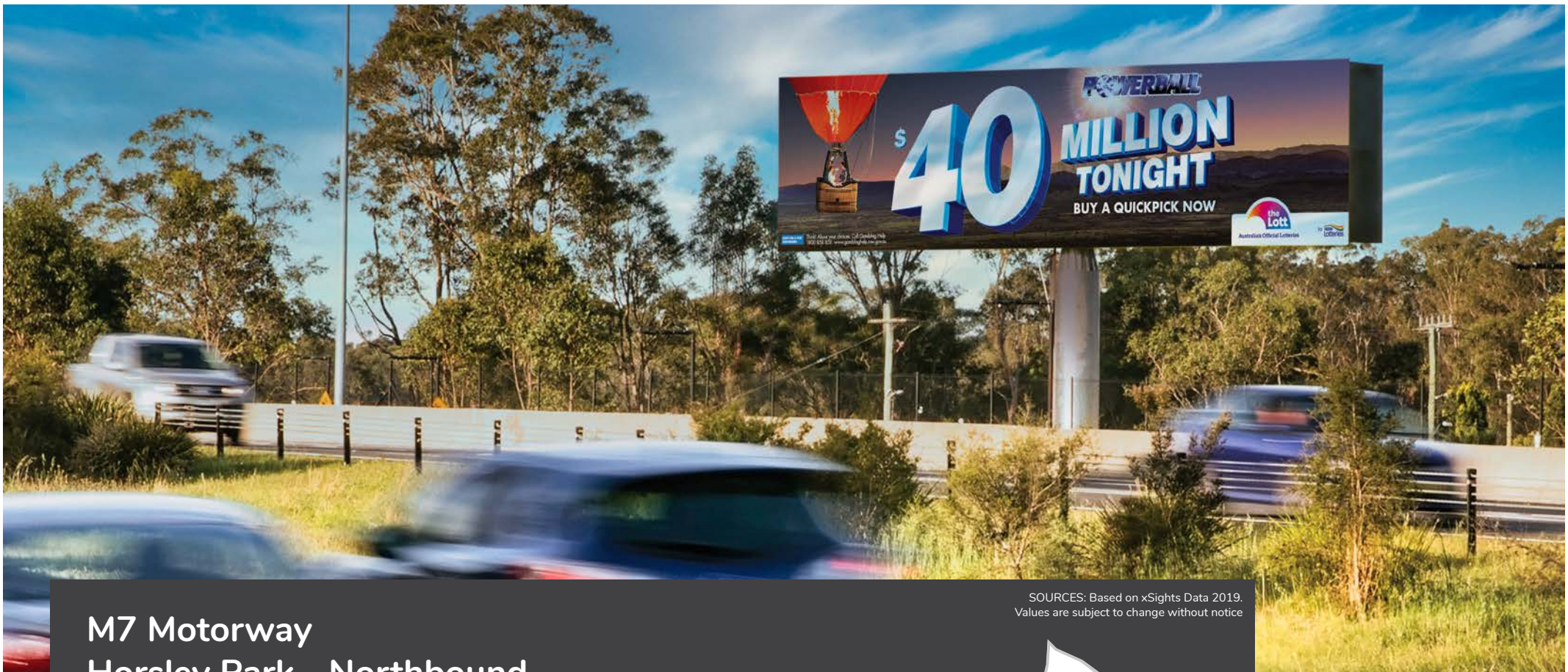
1. Xsights Digital Data Technology

Our sites are fitted with Xsights Bluetooth Beacon Technology which proximity detects bluetooth enabled mobile devices which gives an accurate human viewcount per vehicle.

2. Roads and Maritime (Transport NSW)

The Roads and Maritime (Transport NSW) provide complex vehicle travel data which gives vehicular movements directionally and timebased. These data sets can be filtered down to hourly times of day.





M7 Motorway Horsley Park - Northbound

Site Code: D97

Address: 54-64 Redmayne Road, Horsley Park, NSW, 2175

Vehicles (Daily Avg): 78,571

Commuters Weekly (Avg): 550,000

Screen Size: 92sqm

Resolution: 1920 x 480px

Operation: 24hr

Dwell Time: 30sec

Geo Location: -33.838241, 150.856646

SOURCES: Based on xSights Data 2019.
Values are subject to change without notice

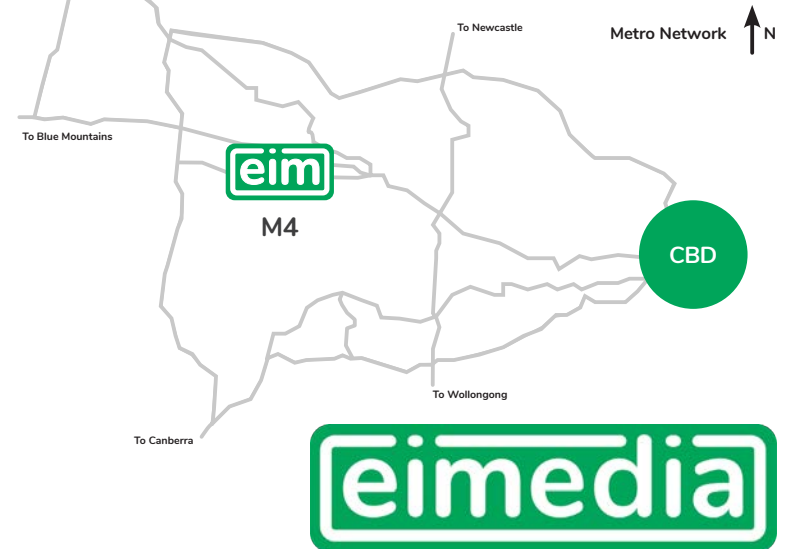


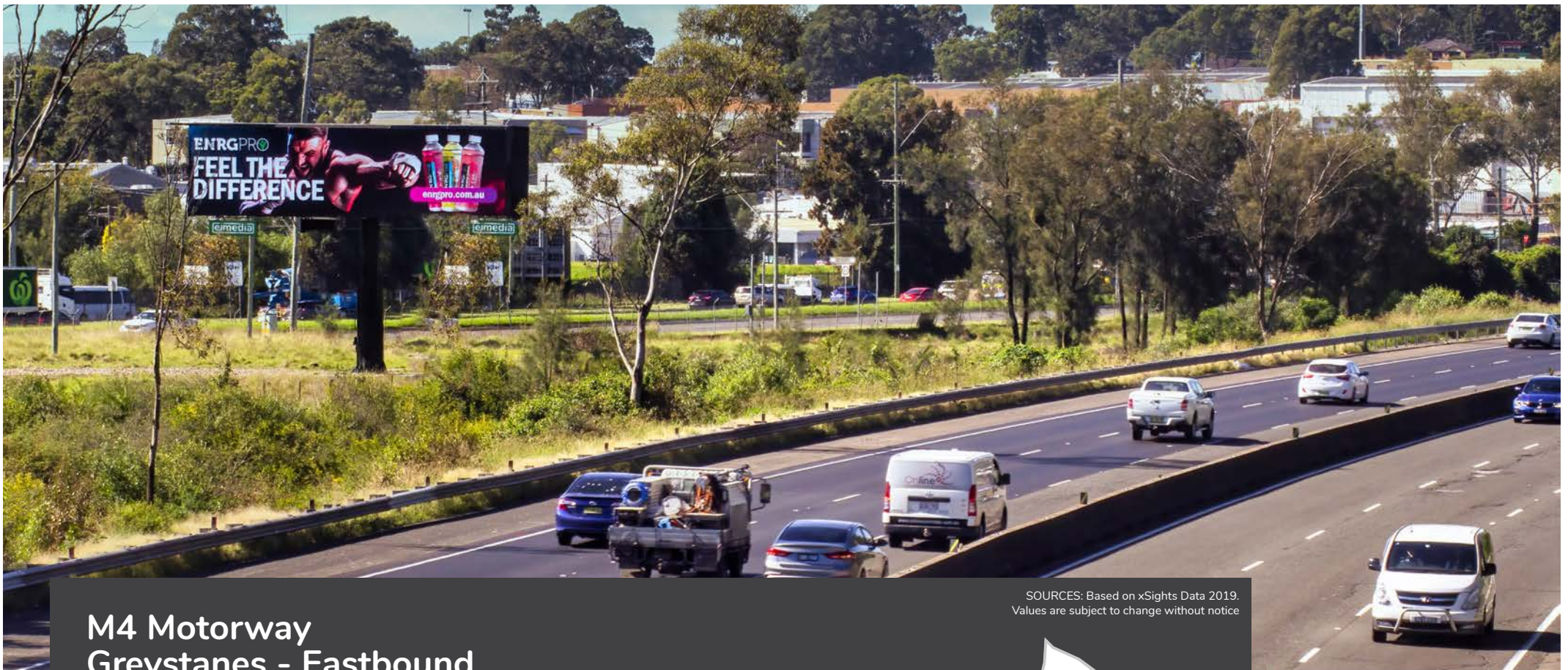


SOURCES: Based on xSights Data 2019. Values are subject to change without notice

M4 Motorway Greystanes - Westbound

- Site Code: D00
- Address: M4 Motorway, Greystanes, NSW, 2145
- Vehicles Daily (Avg): 73,700
- Commuters Weekly (Avg): 515,900
- Screen size: 46sqm
- Resolution: 1320 x 360px
- Operation: 24hr
- Dwell Time: 30sec
- Geo Location: -33.806422, 150.931785





M4 Motorway Greystanes - Eastbound

Site Code: D01

Address: M4 Motorway, Greystanes, NSW, 2145

Vehicles Daily (Avg): 73,700

Commuters Weekly (Avg): 515,900

Screen Size: 46sqm

Resolution: 1320 x 360px

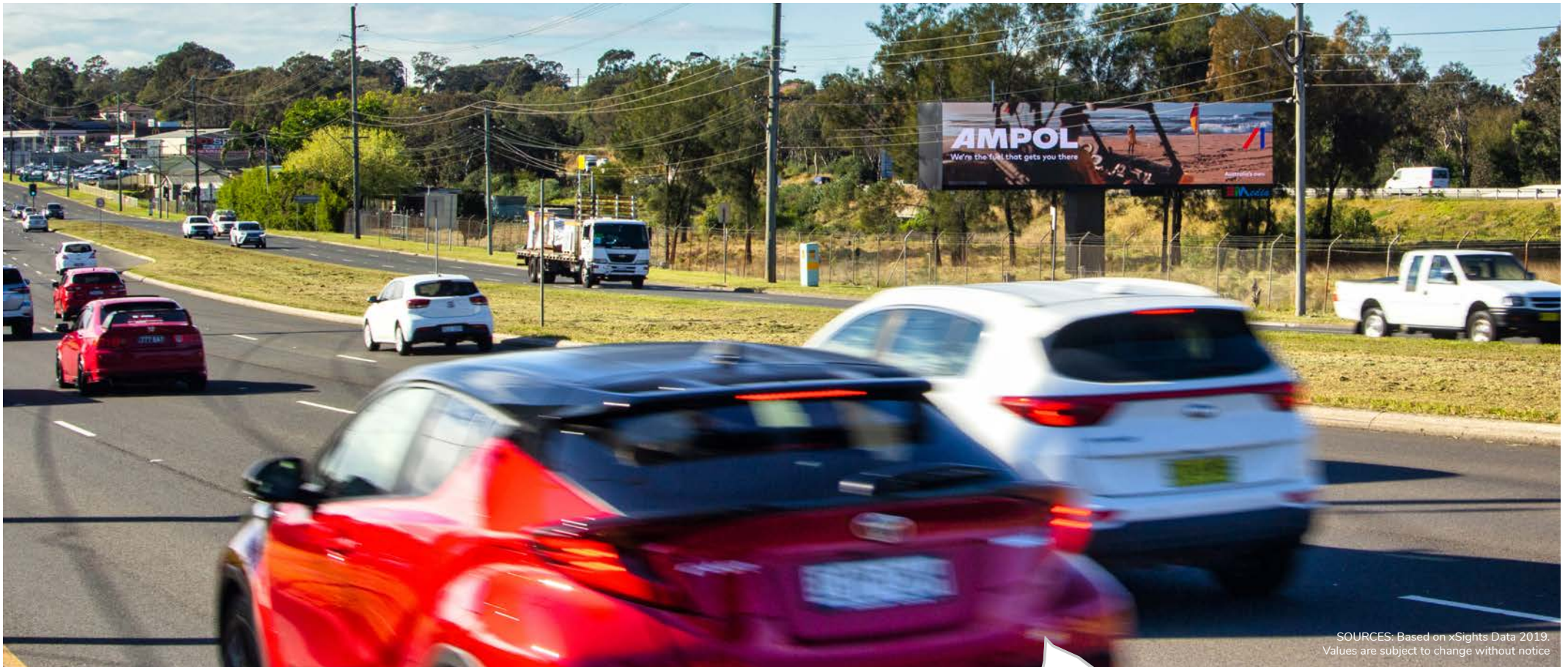
Operation: 24hr

Dwell Time: 30sec

Geo Location: -33.806422, 150.931785

SOURCES: Based on xSights Data 2019.
Values are subject to change without notice





SOURCES: Based on xSights Data 2019.
Values are subject to change without notice

Great Western Highway Greystanes - Eastbound

Site Code: D25

Address: 615 Great Western Highway, Greystanes, NSW, 2145

Vehicles Daily: 22,857

Commuters Weekly (Avg): 160,000

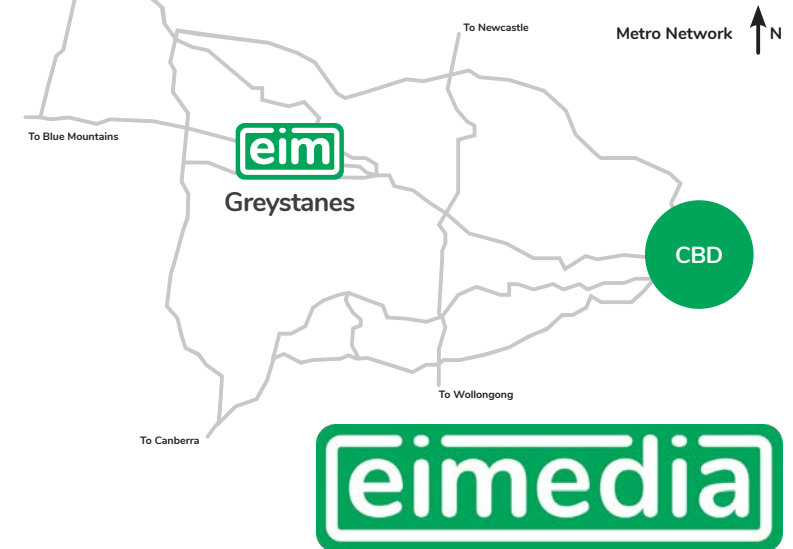
Screen Size: 42sqm

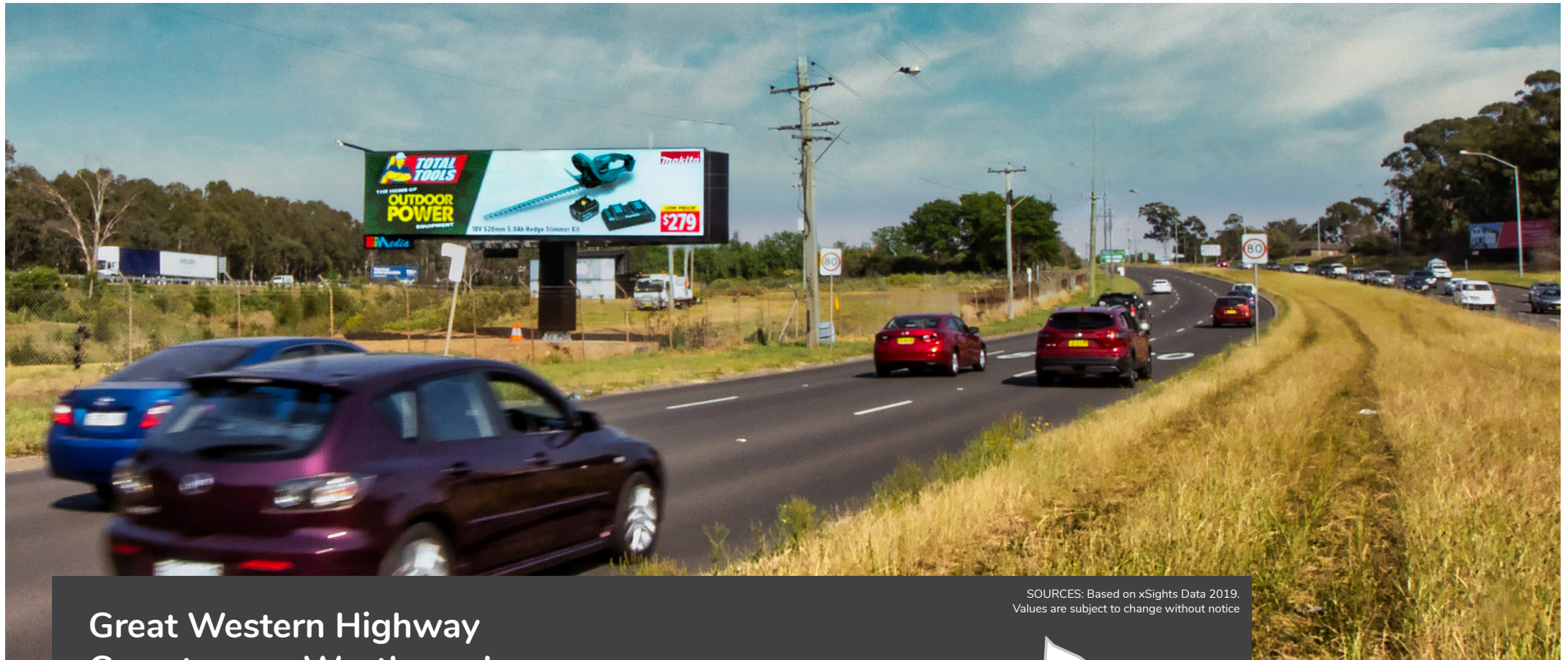
Resolution: 1320 x 320px

Operation: 24hr

Dwell Time: 10sec

Geo Location: -33.806422, 150.931785





Great Western Highway Greystanes - Westbound

Site Code: D193

Address: 615 Great Western Highway, Greystanes, NSW, 2145

Vehicles Daily (Avg): 22,857

Commuters Weekly (Avg): 160,000

Screen Size: 42sqm

Resolution: 1320 x 320px

Operation: 24hr

Dwell Time: 10sec

Geo Location: -33.806422, 150.931785

SOURCES: Based on xSights Data 2019.
Values are subject to change without notice





SOURCES: Based on xSights Data 2019.
Values are subject to change without notice

Great Western Highway Eastern Creek - Eastbound

Site Code: D49

Address: Great Western Highway, Eastern Creek, NSW, 2766

Vehicles Daily (Avg): 14,285

Commuters Weekly (Avg): 100,000

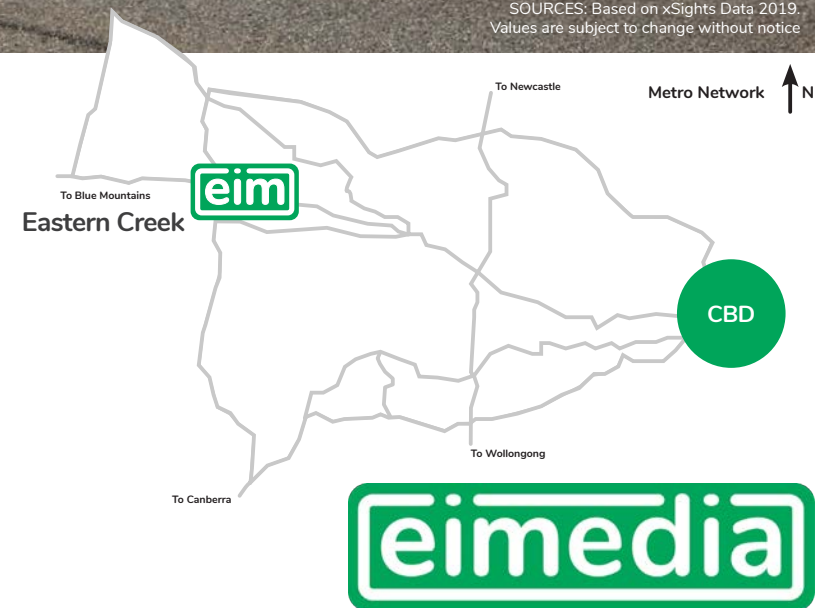
Screen Size: 42sqm

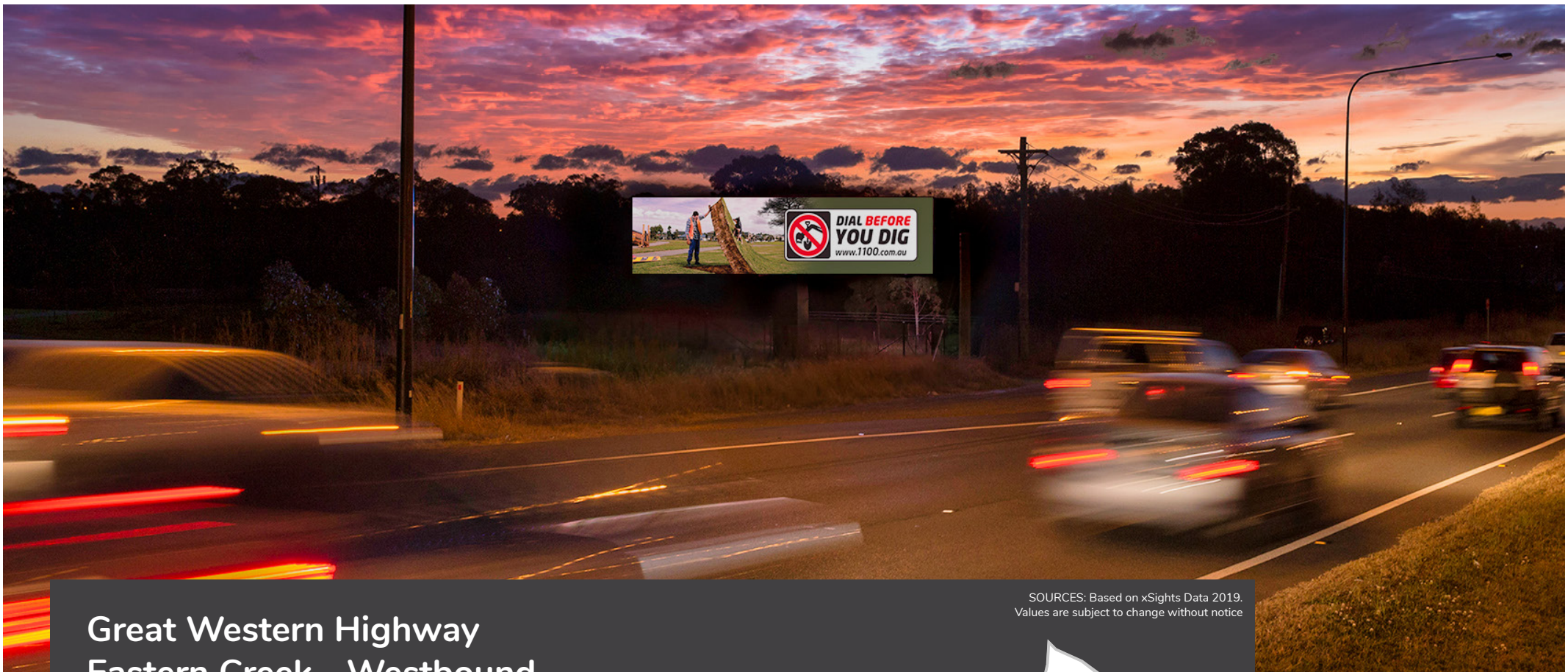
Resolution: 1320 x 320px

Operation: 24hr

Dwell Time: 10sec

Geo Location: -33.791509, 150.864527





Great Western Highway Eastern Creek - Westbound

Site Code: D57

Address: Great Western Highway, Eastern Creek, NSW, 2766

Vehicles Daily (Avg): 14,285

Commuters Weekly (Avg): 100,000

Screen Size: 42sqm

Resolution: 1320 x 320px

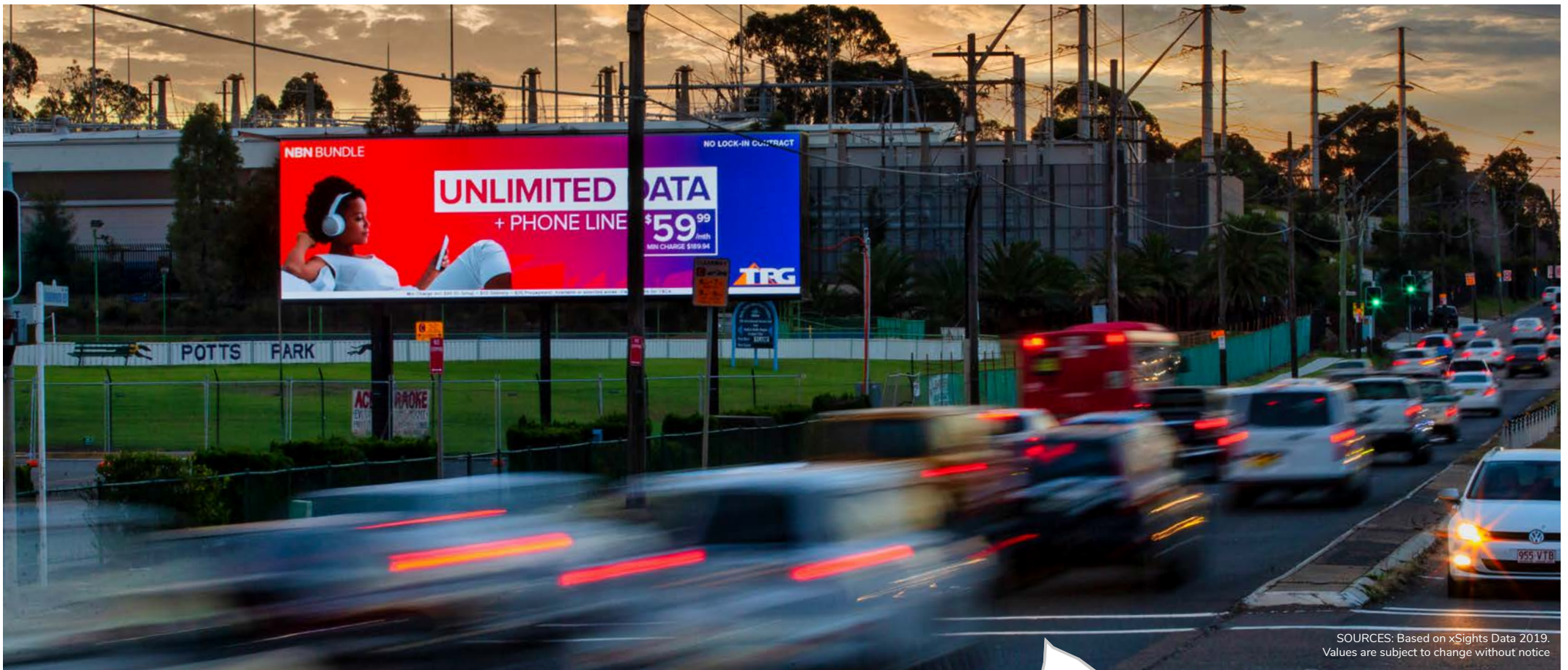
Operation: 24hr

Dwell Time: 10sec

Geo Location: -33.791509, 150.864527

SOURCES: Based on xSights Data 2019.
Values are subject to change without notice



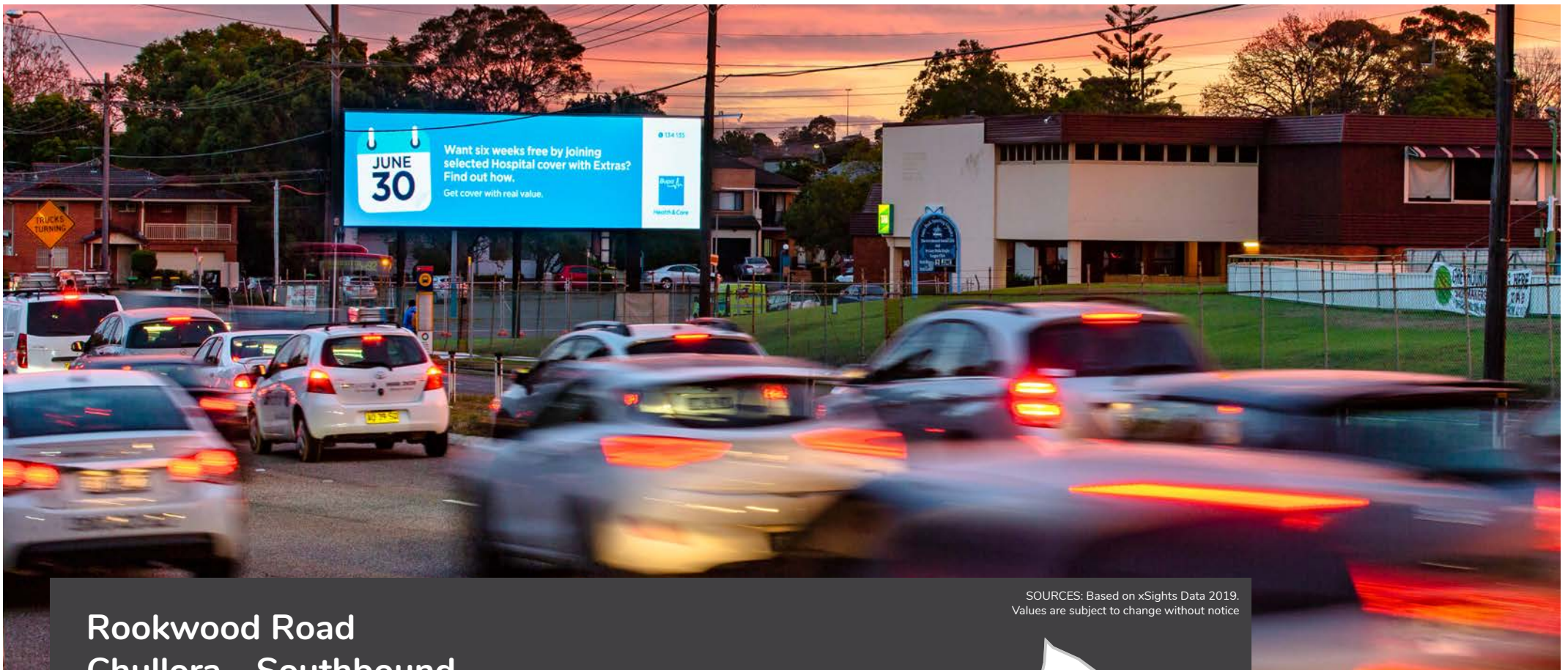


SOURCES: Based on xSights Data 2019. Values are subject to change without notice

Rookwood Road Chullora - Northbound

Site Code: D89
Address: 140 Rookwood Road, Yagoona, NSW, 2199
Vehicles Daily (Avg): 25,714
Commuters Weekly (Avg): 180,000
Screen Size: 49sqm
Resolution: 1280 x 384px
Operation: 24hr
Dwell Time: 10sec
Geo Location: -33.896212, 151.037499





Rookwood Road Chullora - Southbound

Site Code: D185

Address: 140 Rookwood Road, Yagoona, NSW, 2199

Vehicles Daily (Avg): 25,714

Commuters Weekly (Avg): 180,000

Screen Size: 49sqm

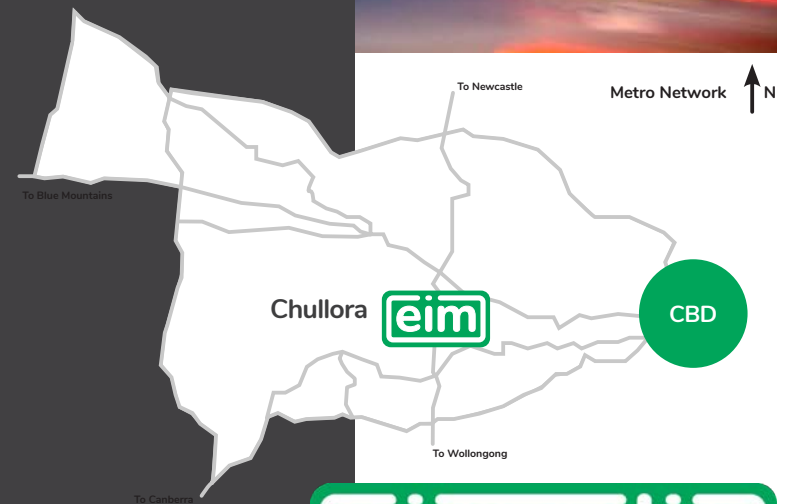
Resolution: 1280 x 384px

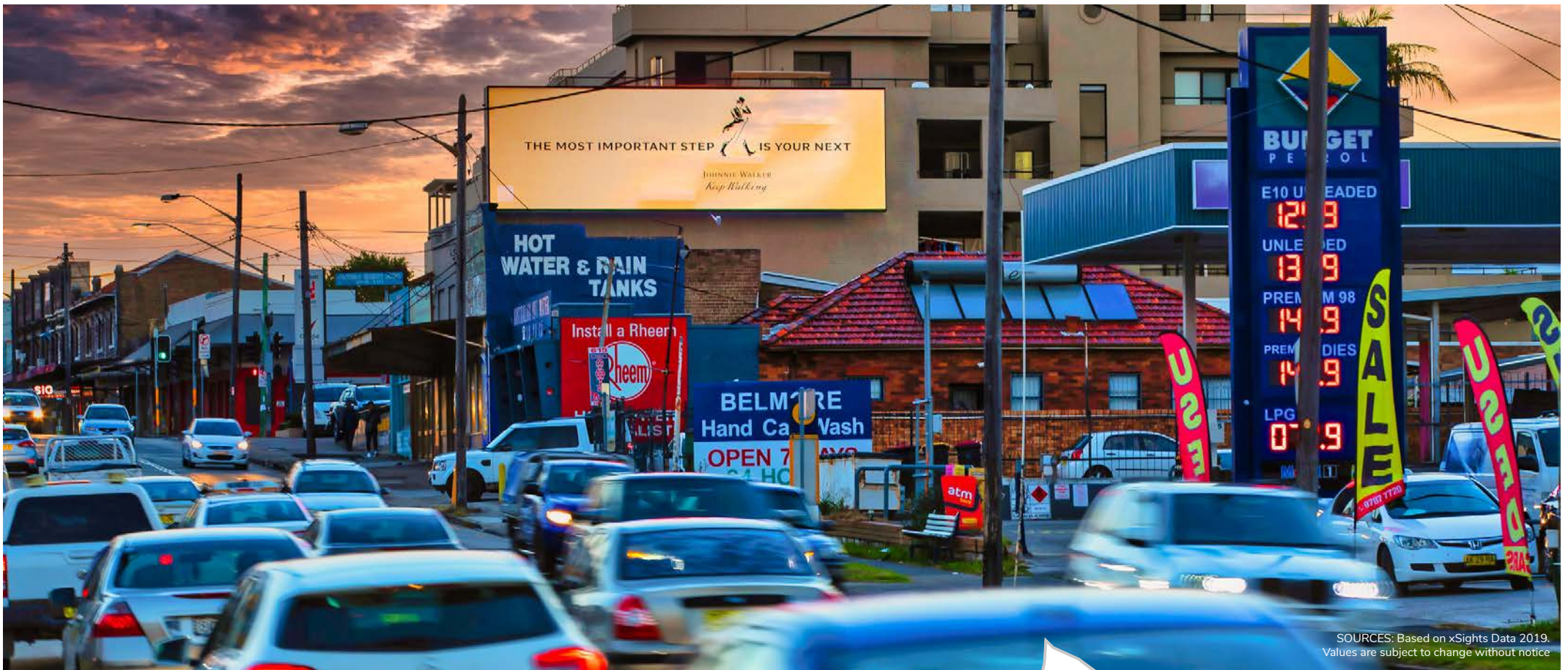
Operation: 24hr

Dwell Time: 10sec

Geo Location: -33.896212, 151.037499

SOURCES: Based on xSights Data 2019.
Values are subject to change without notice





SOURCES: Based on xSights Data 2019. Values are subject to change without notice.

Canterbury Road Belmore - Westbound

Site Code: D129

Address: 627A-629 Canterbury Road, Belmore, NSW, 2192

Vehicles Daily (Avg): 28,571

Commuters Weekly (Avg): 200,000

Screen Size: 43sqm

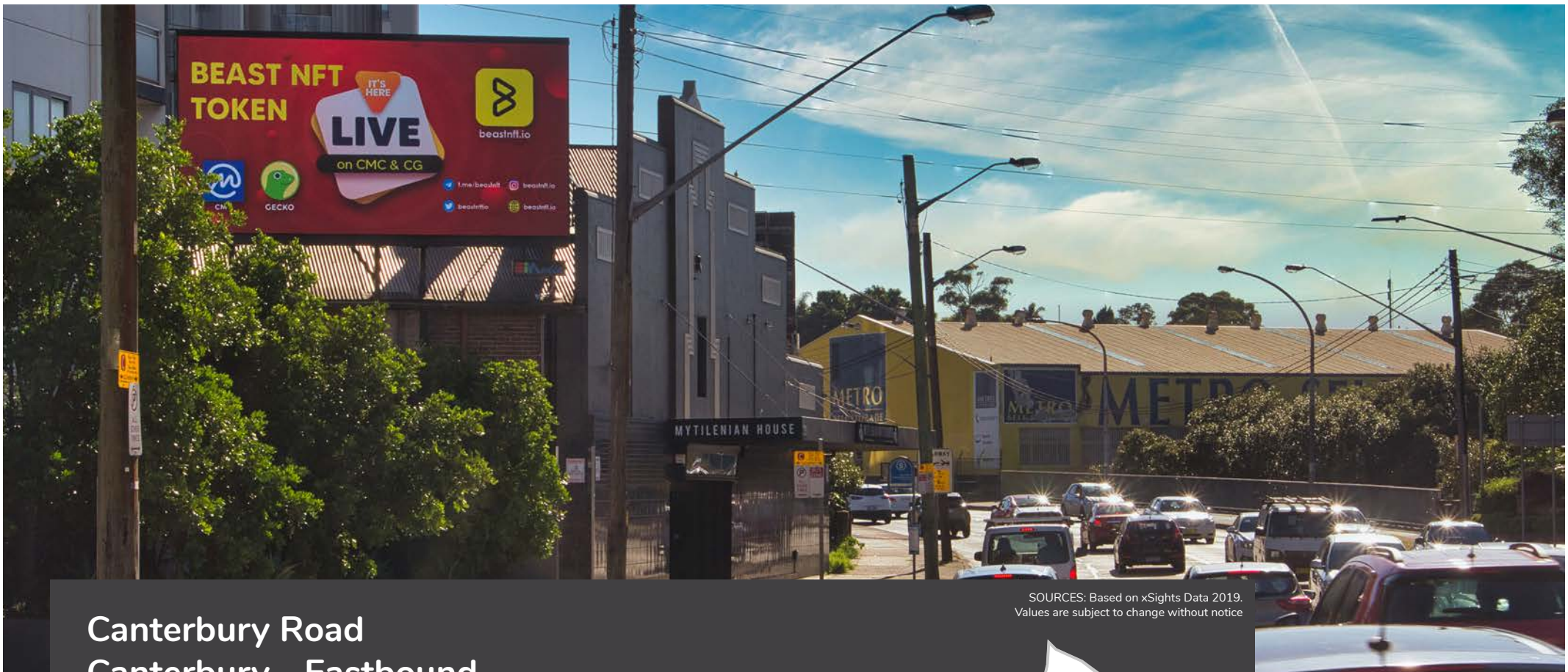
Resolution: 1200 x 360px

Operation: 18hr

Dwell Time: 10sec

Geo Location: -33.921839, 151.095227





Canterbury Road Canterbury - Eastbound

Site Code: D265

Address: 225-229 Canterbury Road, Canterbury, NSW, 2193

Vehicles Daily (Avg): 28,571

Commuters Weekly (Avg): 200,000

Screen Size: 26sqm

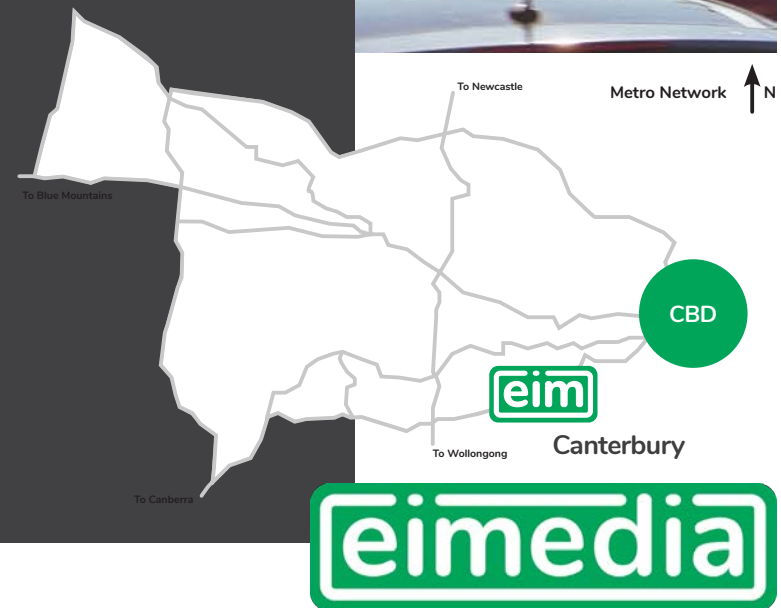
Resolution: 1080 x 540px

Operation: 14.5hr

Dwell Time: 30sec

Geo Location: -33.913368, 151.115998

SOURCES: Based on xSights Data 2019.
Values are subject to change without notice





SOURCES: Based on xSights Data 2019. Values are subject to change without notice

Henry Lawson Drive Bankstown - Northbound

Site Code: D201

Address: 255 Henry Lawson Dr, Georges Hall NSW 2198

Vehicles Daily (Avg): 20,000

Commuters Weekly (Avg): 140,000

Screen Size: 20sqm

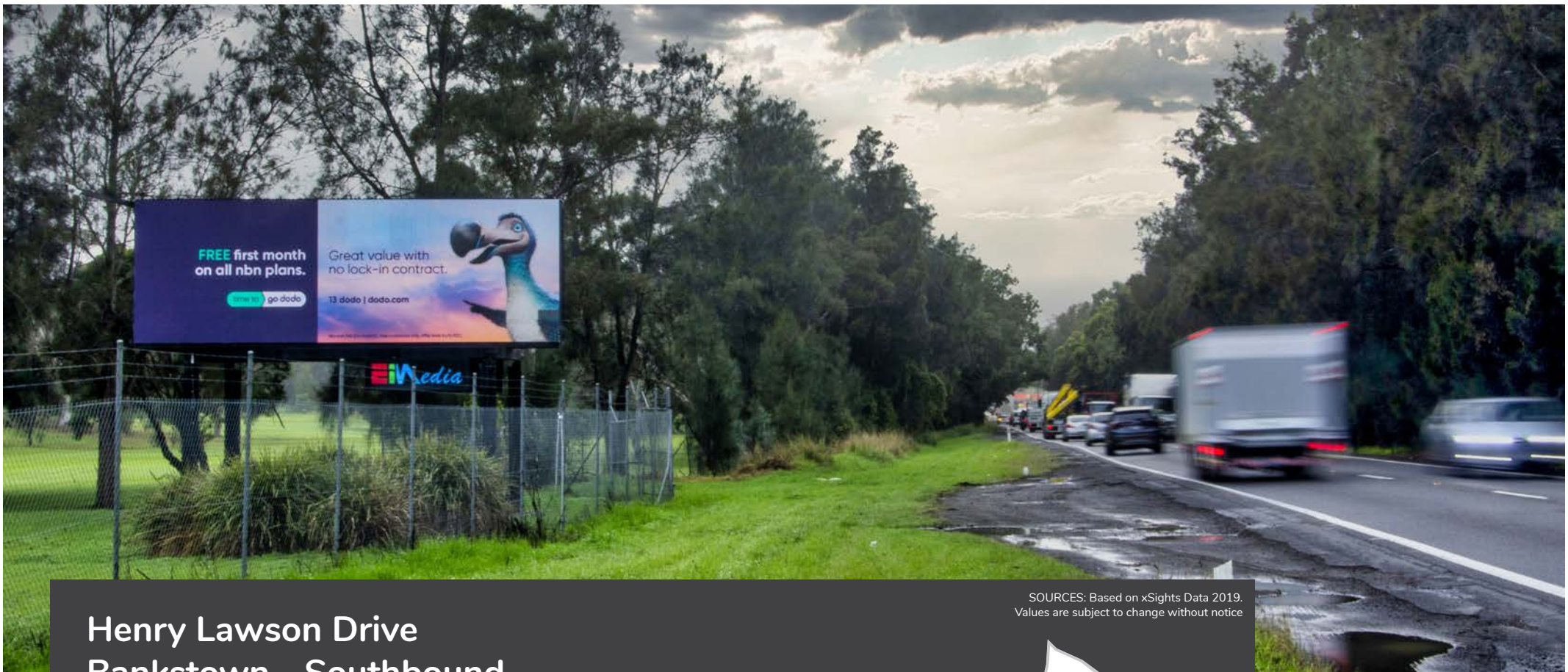
Resolution: 960 x 324px

Operation: 24hr

Dwell Time: 10sec

Geo Location: -33.923592, 150.977115





Henry Lawson Drive Bankstown - Southbound

Site Code: D209

Address: 255 Henry Lawson Dr, Georges Hall NSW 2198

Vehicles Daily (Avg): 20,000

Commuters Weekly (Avg): 140,000

Screen Size: 20sqm

Resolution: 960 x 324px

Operation: 24hr

Dwell Time: 10sec

Geo Location: -33.923592, 150.977115

SOURCES: Based on xSights Data 2019.
Values are subject to change without notice





SOURCES: Based on xSights Data 2019. Values are subject to change without notice

Hume Highway Yagoona - Eastbound

Site Code: D225

Address: 457 Hume Highway, Yagoona, NSW, 2199

Vehicles Daily: 38,571

Commuters Weekly (Avg): 270,000

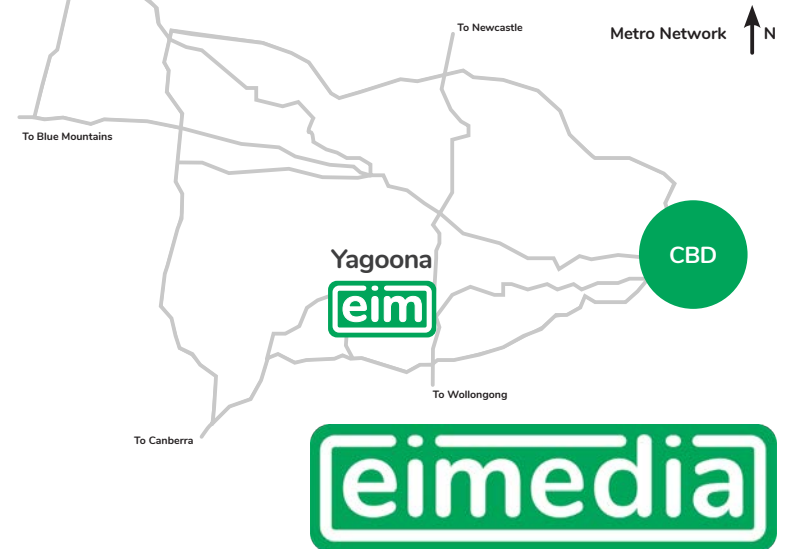
Screen Size: 18sqm

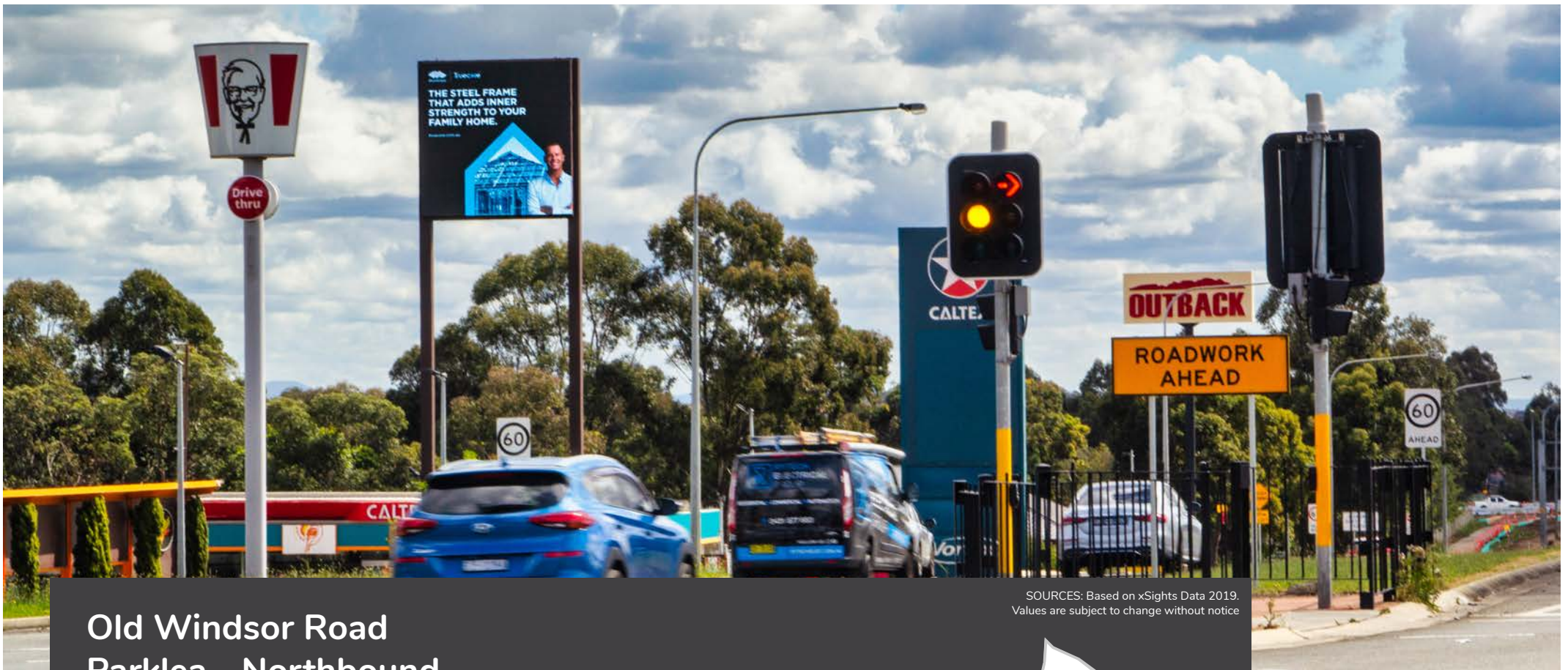
Resolution: 1008 x 504px

Operation: 24hr

Dwell Time: 10sec

Geo Location: -33.907481, 151.024026





SOURCES: Based on xSights Data 2019.
 Values are subject to change without notice

Old Windsor Road Parklea - Northbound

- Site Code: D241
- Address: 1190 Old Windsor Rd, Parklea NSW 2768
- Vehicles Daily (Avg): 45,714
- Commuters Weekly (Avg): 320,000
- Screen Size: 16sqm
- Resolution: 600 x 600px
- Operation: 24hr
- Dwell Time: 25sec
- Geo Location: -33.724539, 150.939290





SOURCES: Based on xSights Data 2019.
Values are subject to change without notice

Old Windsor Road Parklea - Southbound

Site Code: D233

Address: 1190 Old Windsor Rd, Parklea NSW 2768

Vehicles Daily (Avg): 38,571

Commuters Weekly (Avg): 270,000

Screen Size: 16sqm

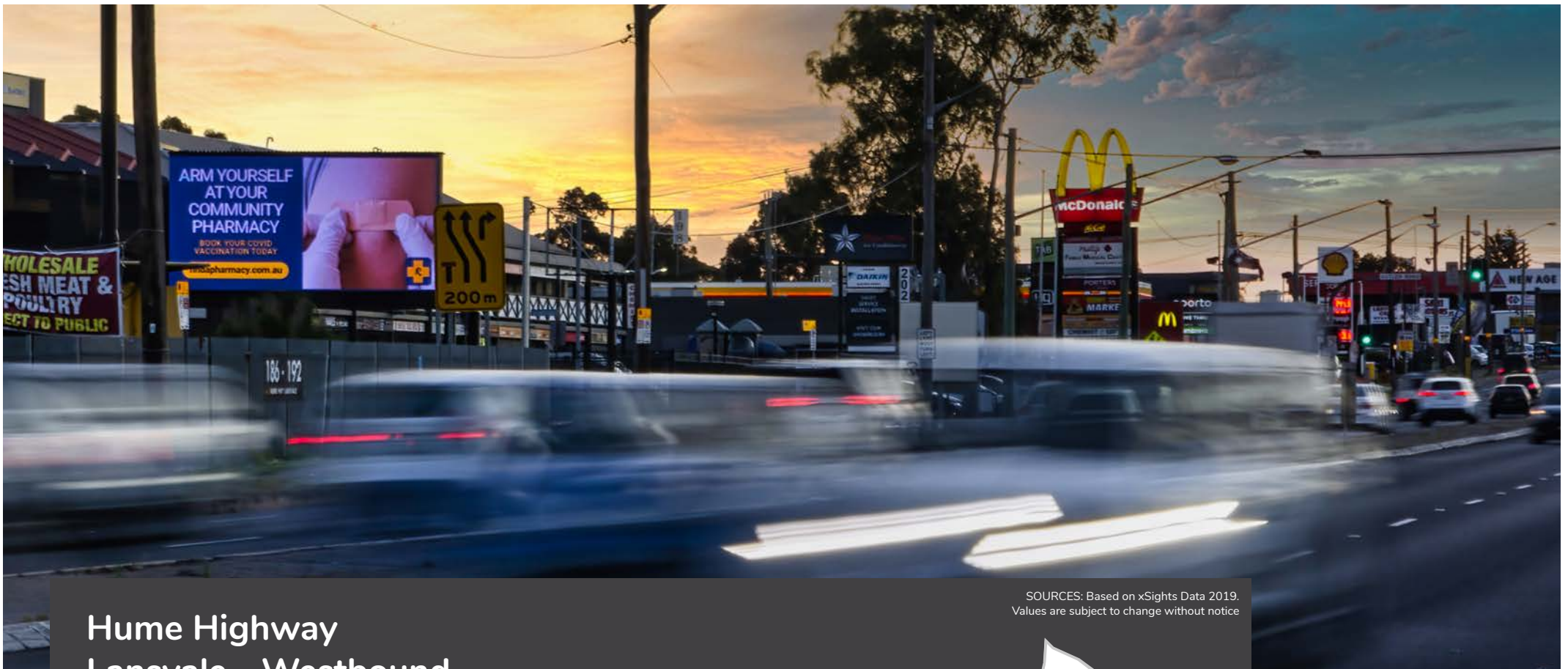
Resolution: 600 x 600px

Operation: 24hr

Dwell Time: 25sec

Geo Location: -33.907481, 151.024026





Hume Highway Lansvale - Westbound

Site Code: D681

Address: 186 Hume Highway, Lansvale NSW 2166

Vehicles Daily (Avg): 30,465

Commuters Weekly (Avg): 220,000

Screen Size: 20sqm

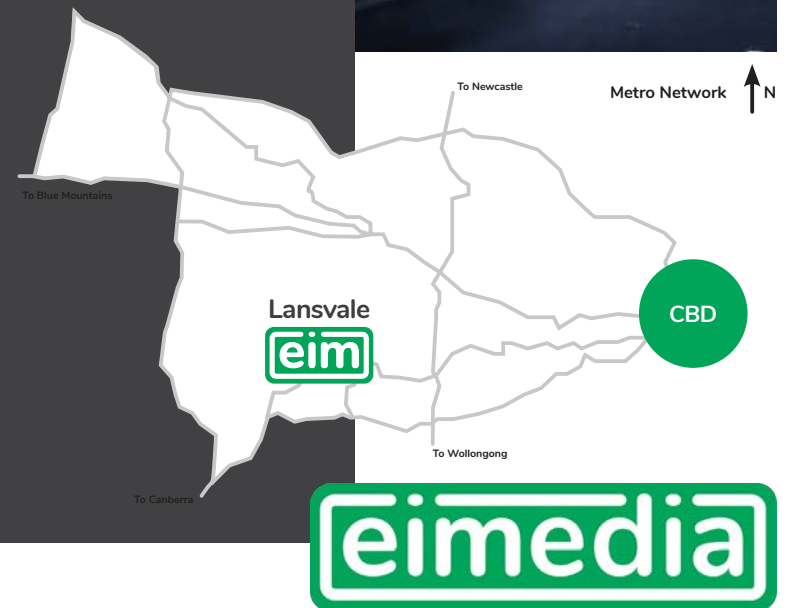
Resolution: 640 x 320px

Operation: 24hr

Dwell Time: 30sec

Geo Location: -33.896235, 150.954696

SOURCES: Based on xSights Data 2019.
Values are subject to change without notice





Cnr Stacey Street and Fairford Road Bankstown - Southbound

Site Code: D006

Address: Cnr Stacey Street and Fairford Road, Bankstown, NSW, 2200

Vehicles Daily (Avg): 30,498

Commuters Weekly (Avg): 213,486

Screen Size: 16.5sqm

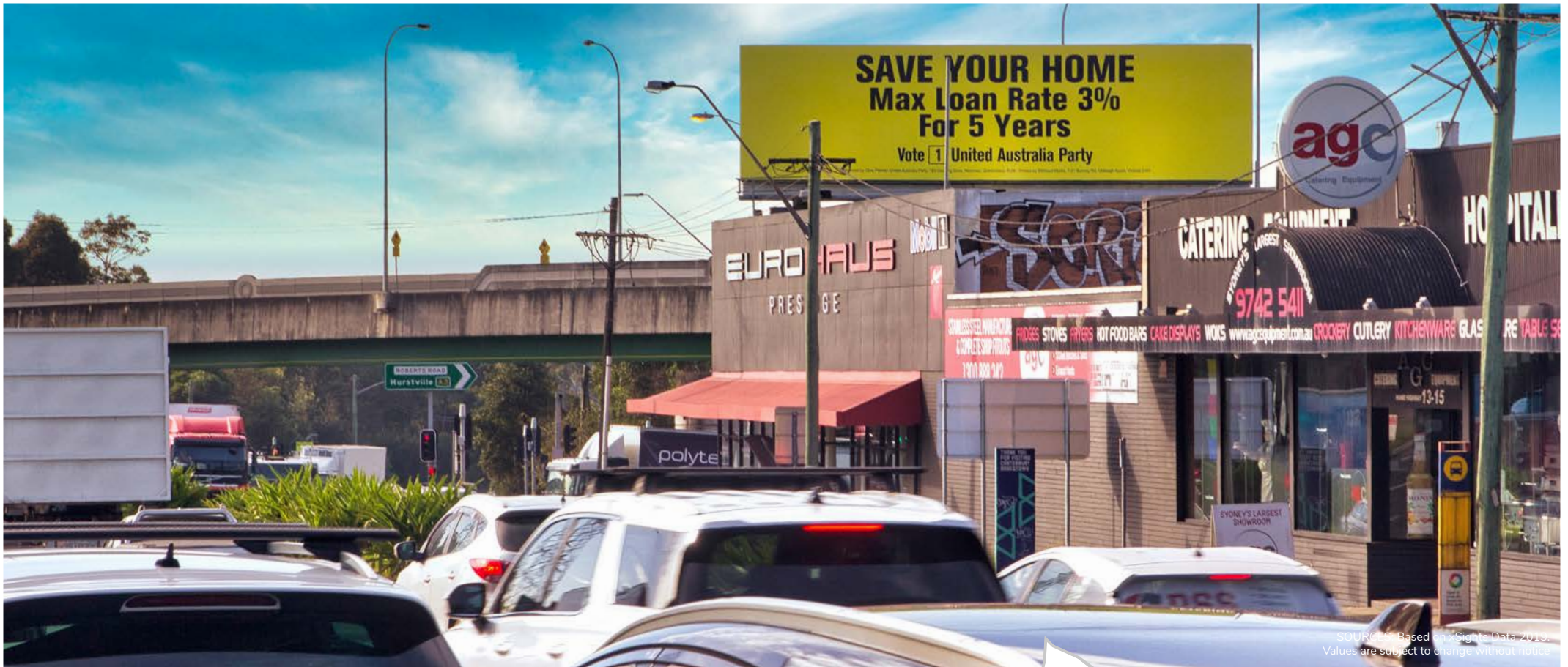
Resolution: 1152 x 576px

Operation: 16hr (6am - 10pm)

Dwell time: 10sec

Geo Location: -33.93003505424016, 151.03842824436282





SOURCE: Based on xSight Data 2019. Values are subject to change without notice.

Hume Highway Greenacre Eastbound

Site Code: 2000-I

Address: 1 Hume Highway, Greenacre, NSW, 2190

Vehicles Daily (Avg): 30,465

Commuters Weekly (Avg): 220,000

Physical Coverage: 12.66 x 3.35m

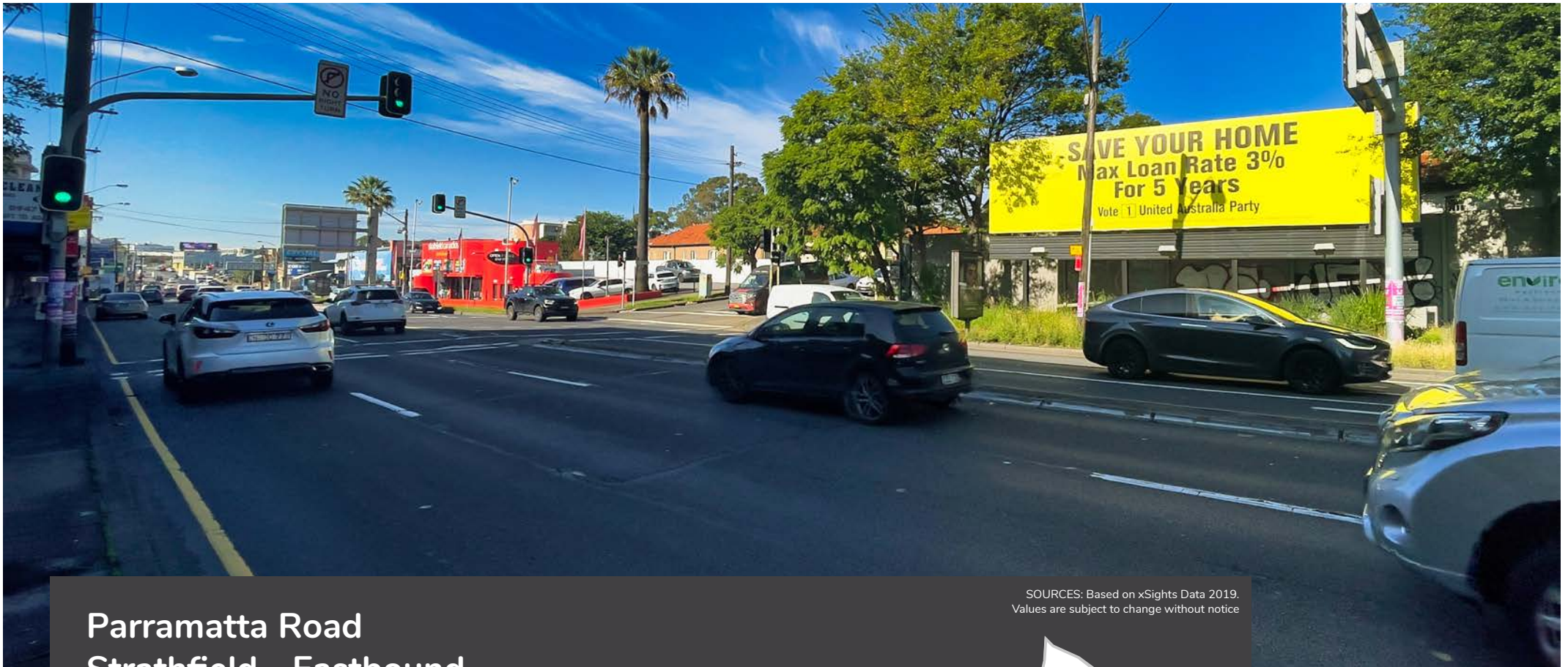
Physical Size: 25sqm

Operation: 24hr

Dwell Time: 30sec

Geo: -33.88618487338971, 151.0678223225408





Parramatta Road Strathfield - Eastbound

Site Code: 2002-I

Address: 478-484 Parramatta Road Strathfield, NSW, 2135

Vehicles Daily (Avg): TBC

Commuters Weekly (Avg): TBC

Screen Size: 25sqm

Resolution: 12.66x3.35m

Operation: 24hr

Dwell Time: 30sec

Geo Location: -33.86727781543581, 151.09594881321237

SOURCES: Based on xSights Data 2019.
Values are subject to change without notice



Artwork Specifications

Site Sizes (All measurements in pixels)

D25/D193 (digital)
Greystanes - Gt Western Hwy
1320w x 320h px

D49/D57 (digital)
Eastern Creek - Gt Western Hwy
1320w x 320h px

D89/D185 (digital)
Rookwood - Rookwood Road
1280w x 384h px

D97 (digital)
M7 - Horsley Park
1920w x 480h px

D129 (digital)
Belmore - Canterbury Road
1200w x 360h px

D265 (digital)
Canterbury - Canterbury Road
1080w x 540h px

D201/D209 (digital)
Georges Hall - Henry Lawson Dr
960w x 324h px

D225 (digital)
Yagoona - Hume Highway
1008w x 504h px

D233/D241 (digital)
Parklea - Old Windsor Road
600w x 600h px

D00/D01 (digital)
Greystanes - M4 Motorway
1320w x 360h px

D681 (digital)
Lansvale - Hume Hwy
640w x 320h px

D006 (digital)
Stacey Street - Bankstown
1152w x 576h px

2000-I (static)
Hume Highway - Greenacre
12.66 x 3.35m

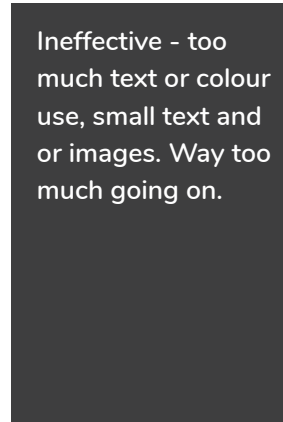
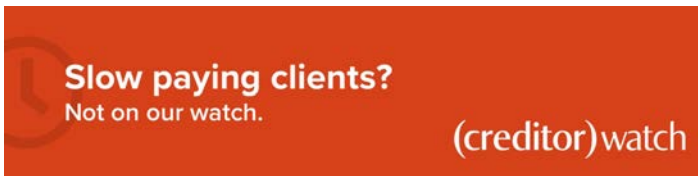
2002-I (static)
Parramatta Rd - Strathfield
12.66 x 3.35m

Digital	Static
Color Space RGB	Color Space CMYK
Resolution 72dpi	Resolution 300dpi
Minimum Font Size 18 point	Bleed 10mm
File Types Accepted jpg jpeg png	Minimum Font Size 18 point File Types Accepted pdf

If required specifications are not met charges for conversion may be incurred.



Effective - short and to the point, simple colour use, bold stark images and large text.



Some tips on effectiveness

We see advertisers spend on advertising and generate excellent brand awareness and conversion but we also see wasted opportunity by ineffective design. Below are some tips on effective advertising and some image examples.

10

seconds is the MAXIMUM time a commuter has to be drawn to read and digest your message or brand

7

words is the recommended call to action limit for billboard advertising

Simple

KEEP IT SIMPLE, nothing is less effective than a campaign using lines and lines of text, small text, soft colours and small or multiple images. Don't try to sell your entire product line in one go.

Standout

when your designing, think of yourself as one person in a crowd of thousands vying to be seen - standout and make people see you!

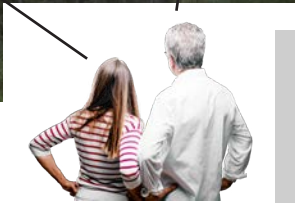
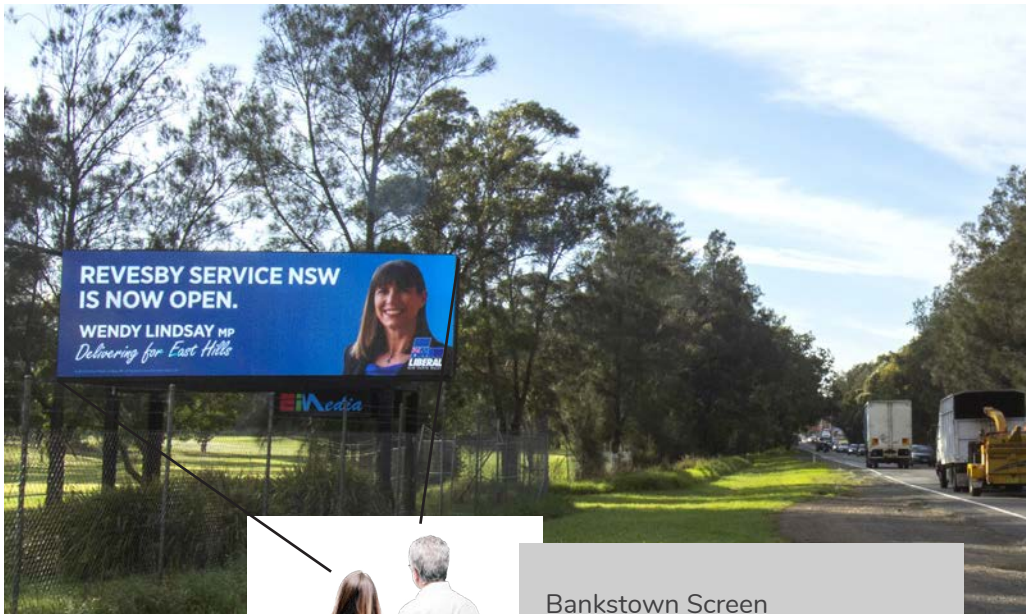
Solid

Bold solid or contrasting colours work the best. Soft pastels, super thin fonts and tiny images do not scream for attention.

Space

Just because you have purchased space on a screen doesn't mean you need to fill every square centimetre of it with irrelevant text to get your money's worth. Be sparing & simple as suggested earlier - a line or two of text with a simple message is enough and much more effective.

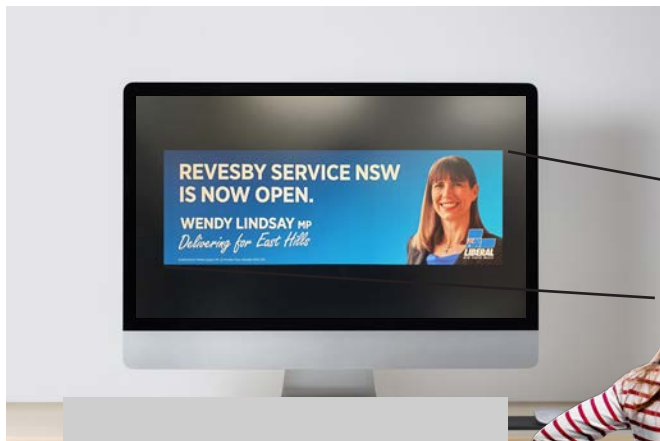




Bankstown Screen
View Distance = 35m



Size of Billboard LED's
(100% Size)



Computer Monitor
View Distance = 700mm



Size of Monitor LED's
(400% Zoom)

It's all about perspective

We have had numerous designers and clients voicing concerns over resolution and scalability of creatives.

Relative Viewing Distance

All our screens work very similarly to your computer monitor, LED TV or smartphone screen although with a few little differences.

1. These devices use LED's to change colour (either Red, Green or Blue) to display the current colour spectrum of your creative in their 'zone' on the screen.
2. The resolution of the image is governed by numerous technical factors which include things like DPI (dots per square inch) and LED resolution (how many LED diode's are within a given area). The higher the number of LED's in an area generally results in a potentially higher minimum resolution required to display the image effectively. Our screens require a MAXIMUM of 72dpi due to the size of the LEDs, the spacing between them and the size of the screen.
3. Scalability of creatives is relative to screen size and viewing distance. A 584mm wide computer screen displaying a 960px x 324px/72dpi resolution image from a viewing distance of 700-900mm will appear the same on an outdoor billboard with a physical display size of 8m x 2.5m from a distance of 35-100m.





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