

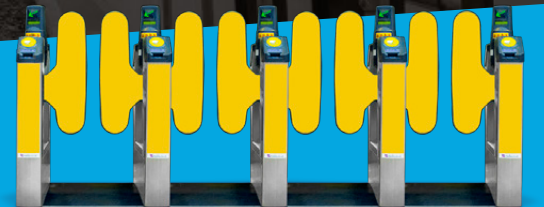
AdGates Advertising

t4Local

t4Local.com

020 7633 2859

Connecting businesses with local rail commuters



ADVERTISING THAT

CONNECTS

YOUR BUSINESS

TO

LOCAL
COMMUTERS

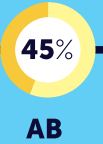


ADGATES

Your AdGate advertising is unmissable: people have to interact with it



Advertising on AdGates gets your name in front of these demographics:



Makes your other advertising work harder

Research states:

43%

Would tell someone about what they have seen

81%

Would take action

78%

Recalled the advertising

Choose specific stations based on your target audience



Your Station
Your Customers
Your Advertising



"The visual impact was superb + it gave us real standout in the local area."
-Beth Hilson-
Head of Marketing

Stand out from your competitors with AdGates



ADGATES



Why choose AdGates for your business?

- Connect your business with local rail users
- Raise awareness of a new business
- Boost awareness of an existing business
- Showcase special offers or promotions
- Competitor targeting
- Local area domination

AdGates have been successfully connecting businesses with commuters for 20 years.

We'd love to welcome your business to the t4Local community too!



**Unmissable
Media**

Commuters have to walk through the AdGates



**100%
Head-On**



**60% of all
commuters**

use the same station on a weekly basis



Target individual train
lines & stations



Impactful

AdGates are a unique outdoor format across rail network



Capture commuters
at the beginning and end of every journey

Advertising your way

1.3 billion journeys go through AdGates each year

70% of all rail passengers are ABC1 - high disposable income, early adopters, tech lovers, smartphone users

The average age of rail commuters is **35-55**

60% of all rail commuters use the same station on a weekly basis providing repetition of the ad message

38% of people who travel to London (as their place of work) use rail as their main mode of transport

Choose from over **100** rail stations nationwide

Research from Just Eat's "Download the App" campaign

Almost 7 out of 10 of the respondents recall the Just Eat AdGates campaign

54% of the commuters are frequent train passengers

83% of the commuters positively commented on the AdGate advertising

66% of the total audience would take further action after seeing the campaign

64% of respondents are 15-44

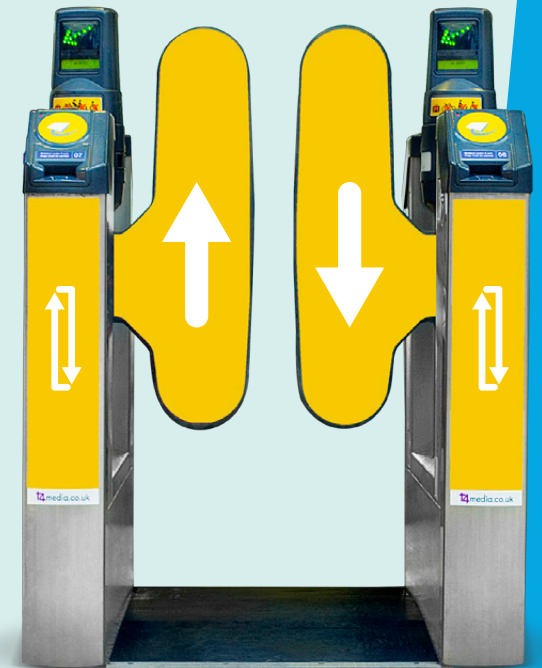


Booking an AdGates campaign for your business

First, choose the station/s you are interested in and the timing of your campaign, then we'll check if it's available.

Next, choose from trackside or concourse side i.e. the side of the AdGates that you'd like your message to appear on.

The cost is worked out based on the number of AdGates at the station. So, for a station or bank with 3 AdGates it's $3 \times \text{£}295 = \text{£}885$ (plus VAT) for a two-week campaign and thousands of commuters.







Give us a call or email the
t4Local team:

020 7633 2859

info@t4Local.com



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