

ROCK

BOX

MAKE SOME NOISE

Campus Sites

2021/2022

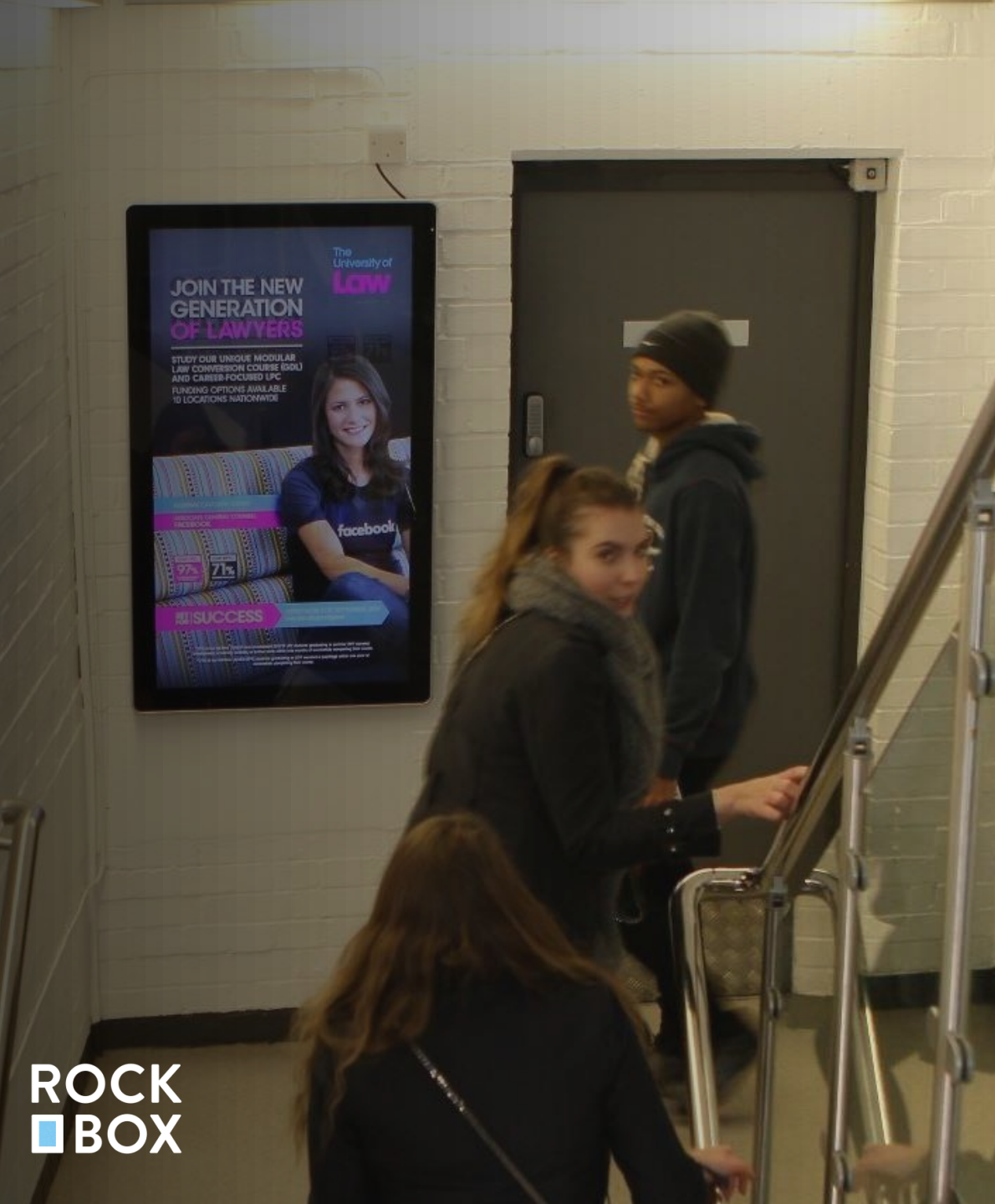
Out of Home Advertising
For Students

x360 by hp

9:45
Saturday, May 8

HP Spectre x360
15-df1010na

Powered by Intel® Core™
i7-9750H processor



ABOUT US

RockBox is a leading Out-of-Home media owner, with a network of digital and paper sites in prime student locations and music venues. We reach over 2 million students, half a million gig-goers, and over 30 million impacts nationally every fortnight.

Our site owners are not landlords, they are our partners. We are dedicated to supporting our networks, and put 50% of our profits back in to live music venues and universities' student unions, while sponsoring live music through our UPP unsigned music project and the Music Venue Trust.



CLIENTS WE WORK WITH



UNIVERSITIES

200 Paper 6-Sheets in 34 Universities

207 Portrait Digital Screens in 42 Universities

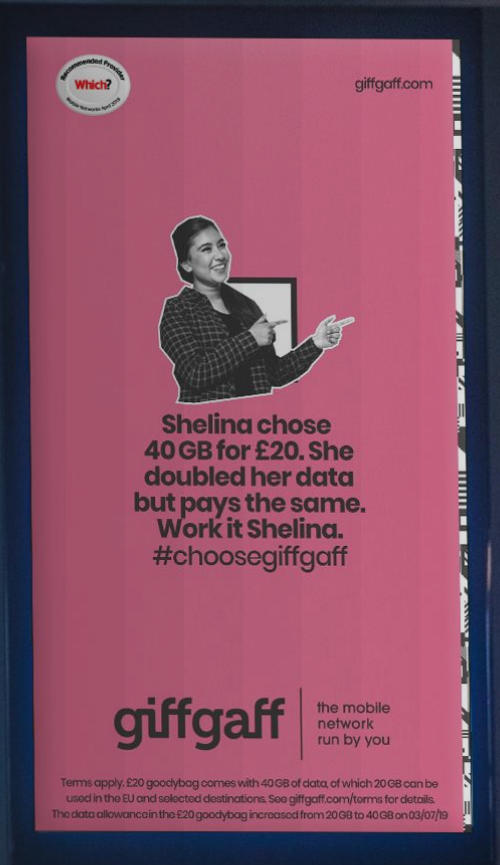
428 Landscape Digital Screens in 63 Universities

- National network of university Students' Unions
- Red Brick/Russell Group
- Making purchasing decisions for the first time in their lives – brand loyalty
- Our sites are located in prime locations with high footfall where dwell times are high, we scout locations where students hang out and will visit time and time again.

Format:

Campus Portrait
Digital Screens

- Top of the range screens
- Dominate Campus
- Constant Impacts
- High Footfall Locations
- Unique on-campus reach
- 1 in 6 SOV (10 second slot)



Format: Campus Landscape Digital Screens

428 Screens

63 Universities

- Top of the range screens
- Dynamic opportunities
- Social media feeds
- Screen Takeovers
- Interactive
- Special builds
- Sampling baskets
- 1 in 6 SOV (10 second slot)



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SPECIAL DISCOUNT OF 25% per year ALLOWED FOR STUDENTS
Price List and Conditions will be sent on application



Format: 6-Sheets

412 Panels

34 Universities

39 Music Venues

Situated throughout the visitor journey in high footfall areas with high dwell times. The location of the panels means adverts are seen multiple times.

2 week domination creates strong impact. Opportunity to build on panels/create 3D effect.