



**Average Impressions
100,000 cars per day**

THE M1

Location

Positioned between the Gold Coast's newest major estate, Skyridge, and Hope Island, this premium billboard captures 100% of northbound M1 traffic

Direction

Facing the Northbound Traffic

Size

9 Meters by 3 Meters

Premium Rotation

- Limited to 10 brands weekly, 10 spot rotation
- High impact, low clutter

Artwork Specs

- Format: **JPEG**
- Dimensions: **1344 px wide by 432 px high**
- Maximum File Size: **20mb**
- Colour Mode: **RGB (NOT CMYK)**
- Resolution: **72 DPI**

- **Important:**
- There must be no flashing colours or images and no animations
- Advertising can not imitate a traffic control device or include traffic instructions
- No Flashing red, blue or amber colours
- Background cannot be mostly white or red.
- As this is an M1 billboard it is better to have large fonts and logo emphasizing your brand, and a single image.

If you have any questions please do not hesitate to contact us.