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APN Outdoor Reveals Two New Adelaide Sites.

ADELAIDE: Leading media company APN Outdoor has increased its presence in the Adelaide market with the development of two highly-prized outdoor advertising sites on the Port River Expressway.

The spectacular new large-format roadside supersites consist of one digital and one classic site and are both located on the Hanson Road overpass in Wingfield. They are viewed by traffic travelling along the busy Port River Expressway, which connects Port Adelaide to the northern suburbs of Adelaide and Parafield Airport.

The new supersites complete APN Outdoor's rollout of nine new sites in Adelaide – four digital sites and five classic sites – under its contract with the South Australian Government's Department of Planning, Transport and Infrastructure.

APN Outdoor Chief Executive Officer and Managing Director, James Warburton, said: "Our agreement with the Department enables us to give advertisers new and impactful ways to reach and engage with consumers at highly sought-after roadway locations in Adelaide, locations that were previously not available for outdoor media assets.

"Port River Expressway is a great addition for APN Outdoor and our advertisers. It captures Port Adelaide-bound traffic and is also an important strategic transport route linking industry and export enterprises to key transport routes and facilities."

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About APN Outdoor

APN Outdoor is a leading provider of outdoor advertising across Australia and New Zealand, with over 40,000 high-impact connection points.

APN Outdoor has a quality network that reaches 97% of Australians every day. Our focus on insights, powered by data, provides a deep understanding of audiences, including where to find them and how to connect with them. At the heart of our business are innovative media solutions that amplify, engage and inspire action – ensuring our advertisers achieve smarter impact. It's not outdoor without us.