



Inner City Bypass, Bowen Hills - Outbound 4006 0032



Brisbane Inner
North



6.40m x 2.88m



Digital



MOVE #123977

Demo	Reach (PCA) Brisbane	People (28 days)	Frequency (Average)
P14+	3.3%	89,000	2.7
P25-54	3.7%	51,000	2.7
OG1	5.3%	33,000	2.9

www.goa.com.au

This Digital goa GRID site is the only one of its kind on the Inner City Bypass, known to locals as the ICB. Visible from more than 100 metres away, this site commands the attention of eastbound traffic heading towards the Brisbane Airport. The billboard face is elevated above everything in its vicinity adding to its impact. Particularly busy in the morning traffic builds up and can result in prolonged viewing of this site.

Restrictions: No special conditions.