

4000 0004

## Edward Street, Brisbane (EMC - Inbound)

goa  
billboards



City Centre



12.66m x 3.35m (Supersite)



Illuminated (Dusk until midnight)



Pocket



Tower access required  
Small extensions only



UBD | Map 18 | M20

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move MEASUREMENT OF OUTDOOR VISIBILITY AND EXPOSURE		# 002720	
Demo	Reach (PCA) Brisbane	People (28 days)	Frequency (Average)
P14+	20.8%	489,000	9.8
25 - 54	23.8%	290,000	10.3
OG1	29.1%	139,000	10.8



One of only a few inner city Supersites, this site is located less than 150m from the city centre (Queen Street Mall) and faces traffic heading towards the city centre. Edward Street (four lanes one way) is one of the main arterials for traffic approaching the city from the north west. This Supersite is located on the right hand side of the road and is near city offices and Central Railway Station. It is visible to pedestrians walking into the city from Brisbane Central Station and is the closest billboard to Queen Street Mall in the heart of the city.