

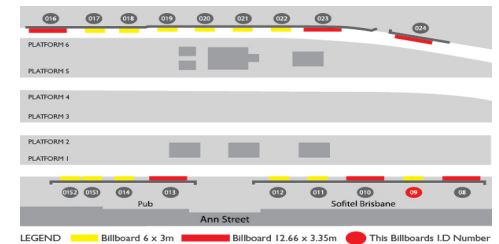




Central Station (platform 1), Brisbane

4000 0009

-  Brisbane CBD
-  6.00m x 3.00m
-  Illuminated
-  Rope Edge



MOVE #2722

Demo	Reach (PCA) Brisbane	People (28 days)	Frequency (Average)
P14+	5.7%	153,000	2.1
P25-54	6.2%	85,000	2.1
OG1	8.2%	51,000	2.3

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Central Station is located in the heart of the CBD and carries up to 105,000 people per day including shoppers, inner-city workers, tourists, students and business professionals. X-Track billboards offer a unique environment and a time rich audience with the average dwell time being approximately 8 mins. Platform 1 services the Southern lines to Cleveland, Gold Coast and Ipswich. Platform 6 services the Northern lines to Shorncliffe, Caboolture and Ferny Grove. Central Station offers cross platform viewing and due to the habitual nature of the passengers a high frequency.

Restrictions: No political, religious advertising; No extensions; Copy must not hold the intention of driving people away from Public Transport.

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