



Central Station (platform 1), Brisbane

4000 0010



Brisbane CBD



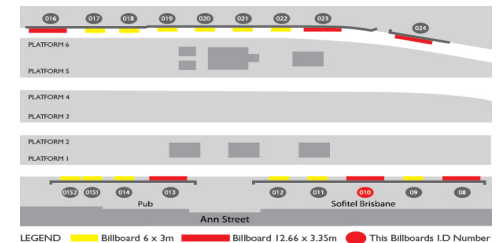
12.54m x 3.29m



Illuminated



Rope Edge



MOVE #2723

Demo	Reach (PCA) Brisbane	People (28 days)	Frequency (Average)
P14+	10.4%	279,000	4
P25-54	11.4%	155,000	4.1
OG1	14.4%	90,000	4.5

www.goa.com.au

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.