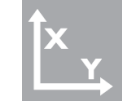




Bowen Bridge Rd (cnr  
O'Connell Tce),  
Herston - Inbound  
**4006 0011**



Brisbane Inner North



6.14m x 3.07m



Illuminated



Digital



**MOVE #2744**

| Demo   | Reach (PCA) Brisbane | People (28 days) | Frequency (Average) |
|--------|----------------------|------------------|---------------------|
| P14+   | 4.9%                 | 132,000          | 3.9                 |
| P25-54 | 5.7%                 | 77,000           | 3.9                 |
| OG1    | 7.5%                 | 47,000           | 4.2                 |

[www.goa.com.au](http://www.goa.com.au)

This digital site is directly opposite the Royal Brisbane Hospital (the largest hospital in the southern hemisphere). Bowen Bridge Road (an extension of Lutwyche and Gympie Roads) is the main northern arterial road leading to and from Brisbane City CBD. This site is situated to the left of the road and viewed by traffic inbound to the City. Vehicles stopped at the traffic lights experience prolonged viewing of the site. Average morning peak time speed: 27.6km/h. Average afternoon peak time speed: 33.6km/h.

**Restrictions:** No alcohol, health, immoral, religious, political, solicitors, tow truck operators advertising; limited health services; charitable content will need to be approved by Hospital. No content deliberately targeting the injured or deceased hospital patients, eg insurance lawyer content.