



Bowen Bridge Rd cnr
O'Connell Tce, Herston -
Outbound

4006 0030



Brisbane Inner
North



6.40m x 2.88m



Digital



MOVE #110232

| Demo | Reach (PCA) Brisbane | People (28 days) | Frequency (Average) |
|--------|----------------------------|---------------------|------------------------|
| P14+ | 6.8% | 194,000 | 6.6 |
| P25-54 | 7.8% | 113,000 | 6.8 |
| OG1 | 10.1% | 79,000 | 7.4 |

www.goa.com.au

This Digital goa GRID site is viewed by a large volume of outbound vehicular traffic and foot traffic entering the Royal Brisbane Hospital - Australia's largest hospital. Bowen Bridge Road is an extension of Lutwyche and Gympie Roads and is one of the main northern arterial roads leading to and from Brisbane CBD. This site is visible for an extended period by vehicles stopped at the traffic lights, outbound from the CBD. Average morning peak time speed: 27.6km/h. Average afternoon peak time speed: 33.6km/h.

Restrictions: No advertising of alcohol, political, religious, immoral content, hospitals, medical research or health services. No insurance lawyers, solicitors or tow truck operators. Charitable content needs approval.