

D48 Double Sided

Positioned on the A66, the primary arterial route through Middlesbrough city centre, this site benefits from exceptional connectivity and traffic flow. The A66 serves as a key link road, connecting motorists to the busy A19 as well as routes heading towards the coast. The location features a prominent Double D48 digital screen, strategically positioned to be visible from both sides of the six-lane dual carriageway. Angled towards oncoming traffic in both directions, the screens maximise visibility delivering substantial weekly audience figures of over 1 million impacts.

Location	Middlesbrough
Weekly Impressions	1,106,268
Environment	Roadside
Size	D48
Motion	Static
Loop	60"
Ad Slot	10"
Spec (Pixels)	1200w x 600h

