

Blackpool Road

D48

Our elevated D48 screen on Blackpool Road, Lea, captures heavy traffic heading into Preston City Centre and fans travelling to Deepdale Stadium on match days. As one of Preston's main arterial routes (A5085), linking the city to Blackpool, Lytham, and the coast, it guarantees strong daily exposure to both local commuters and regional travellers.

Location	Preston
Weekly Impressions	215,487
Environment	Roadside
Size	D48
Motion	Static
Loop	60"
Ad Slot	10"
Spec (Pixels)	1200w x 600h

