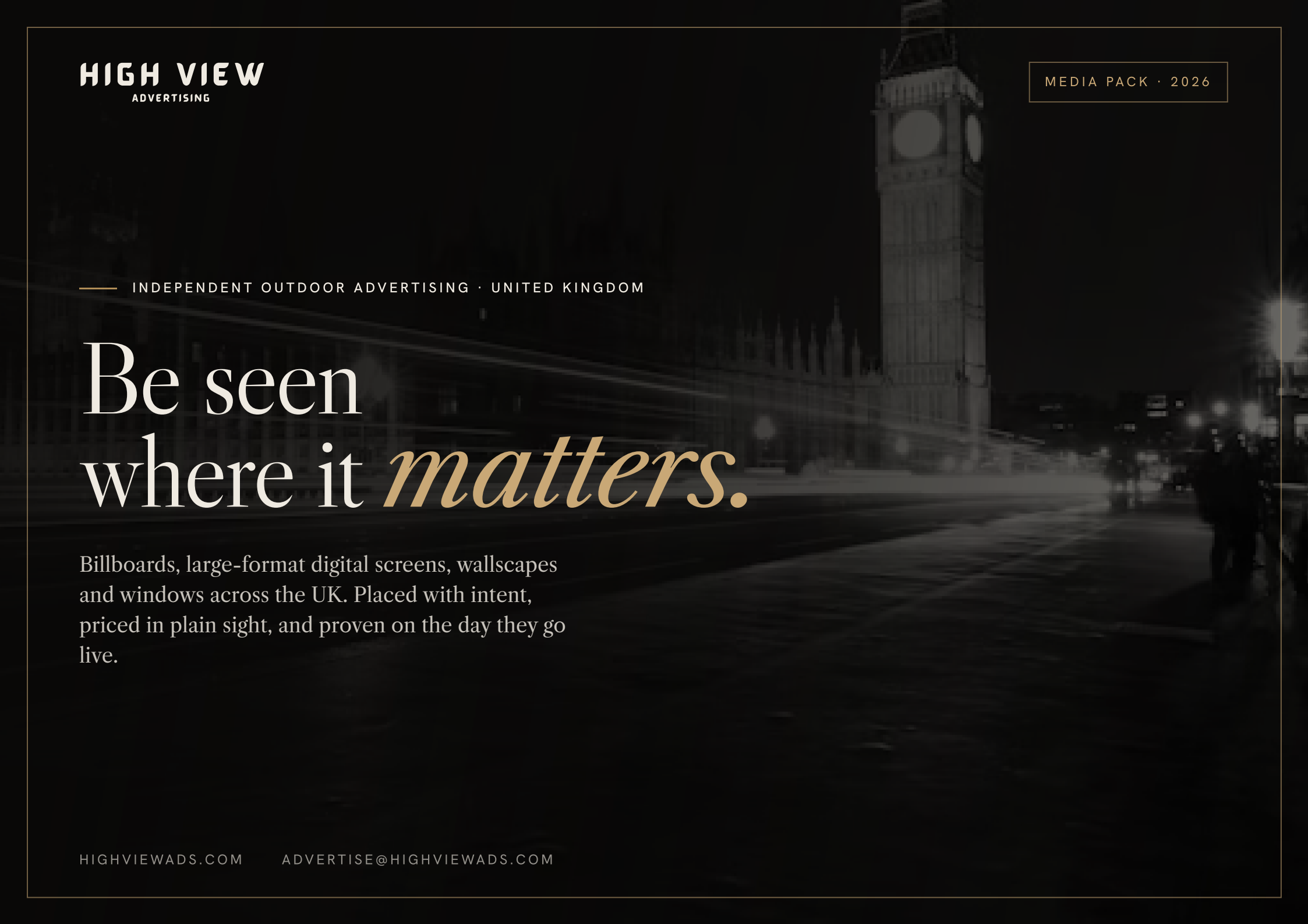
HIGH VIEW
ADVERTISING

MEDIA PACK · 2026



INDEPENDENT OUTDOOR ADVERTISING · UNITED KINGDOM

Be seen where it *matters.*

Billboards, large-format digital screens, wallscapes and windows across the UK. Placed with intent, priced in plain sight, and proven on the day they go live.

HIGHVIEWADS.COM ADVERTISE@HIGHVIEWADS.COM

II

THE CASE FOR OUTDOOR

The world scrolls. The wall stays.

Outdoor can't be skipped, blocked or scrolled past. It lives where people actually spend their days, it's seen by almost everyone, and it's the one medium that grows a brand's fame in public, in full view.

£1.44bn spent on UK outdoor advertising in 2025. The highest total on record.[1]	97% of people in Great Britain see outdoor advertising every week.[2]
49% of Britons say they notice billboards, more than any other outdoor format.[3]	1 in 5 Britons have looked up a product on their phone after seeing an outdoor ad.[3]

III

WHY HIGH VIEW

Independent. Accountable. *Priced in plain sight.*

We are a new house built on old-fashioned standards. You deal with the people who plan and place your campaign, you see the prices before you speak to anyone, and you see the proof when it goes live.

I

Placement before volume.

Twelve right sites beat a hundred wrong ones. Every plan starts with your audience.

II

Prices in plain sight.

Indicative rates on every site, and a fixed, itemised proposal within 48 hours.

III

Craft in every install.

Every site photographed the day it goes live. You see the pictures.

IV

One point of contact.

The person who plans your campaign answers your calls until it comes down.

IV

FORMATS

Every format, one standard.

From the 4-sheet on the pavement to the 96-sheet on the main road, and a whole gable wall. Starting prices are per site, per two-week cycle, outside London.



96-sheet

12.2 × 3.05 m · main roads

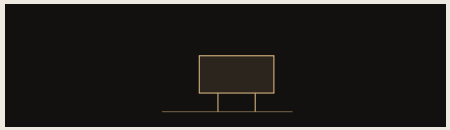
from £750



64-sheet

8.13 × 3.05 m · main roads

from £500



48-sheet

6.1 × 3.05 m · roadside & junctions

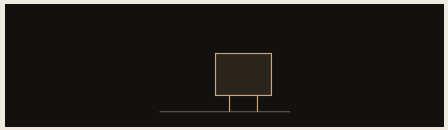
from £350



Large-format digital

c. 6 × 3 m · busiest routes

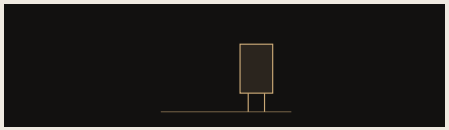
from £750



32-sheet

4.06 × 3.05 m · town roads

from £280



16-sheet

2.03 × 3.05 m · stations

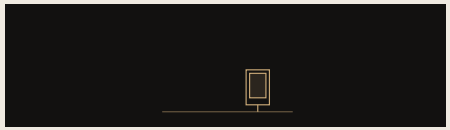
from £250



12-sheet

3.05 × 1.52 m · retail car parks

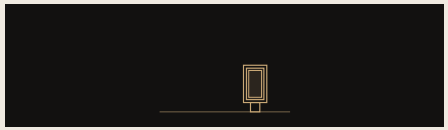
from £230



6-sheet street

1.2 × 1.8 m · eye level

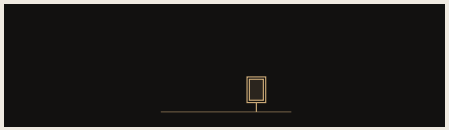
from £200



Digital 6-sheet

c. 1.2 × 1.8 m · malls & windows

from £400



4-sheet

1.02 × 1.52 m · pedestrian routes

from £80



Wallscape

Bespoke · whole gable walls

from £3,000



Windows

Bespoke · great high streets

from £150

V

COVERAGE

Ten cities. *One standard.*

Campaigns planned across the United Kingdom, from the West End to the Kingston Bridge, and anywhere in between on request.





















VI

READY-MADE CAMPAIGNS

Choose a shape. *We'll tailor it.*

Four proven campaign shapes, priced in advance. Every one can be adjusted to your city, dates and audience. Indicative media costs, before print, production and VAT.

FOUNDERS AND SOLOPRENEURS

The First Impression

One well-chosen 48-sheet in your city for a fortnight. The simplest way to see what outdoor can do for you.

- 1 × 48-sheet
- 2 weeks, one city

INDICATIVE MEDIA COST

from £350

OPENINGS, LAUNCHES AND LOCAL BUSINESSES

The Launch Fortnight

Three roadside 48-sheets to build awareness, and six street-level panels close to your door to turn it into footfall.

- 3 × 48-sheet, 6 × 6-sheet street
- 2 weeks, one city

INDICATIVE MEDIA COST

from £2,250

BRANDS ENTERING A NEW CITY

The City Takeover

Two large digital screens on the main approaches, eight 48-sheets and ten street panels, for four weeks. Hard to miss.

- 2 × Large-format digital, 8 × 48-sheet, 10 × 6-sheet street
- 4 weeks, one city

INDICATIVE MEDIA COST

from £12,600

NATIONAL LAUNCHES AND RELEASE DATES

The National Fortnight

Twenty digital screens and twenty 48-sheets across the UK's major cities, landing in the same two weeks.

- 20 × Large-format digital, 20 × 48-sheet
- 2 weeks, national

INDICATIVE MEDIA COST

from £26,400

VII

HOW IT WORKS

Brief to billboard, *without the runaround.*

Brief

Tell us the audience, places and dates. Ten minutes on the phone, or two with the online planner.

Proposal · within 48 hours

The right sites, why we chose them, and a fixed, itemised price. No obligation.

Production

Specifications for every site, print and posting arranged, digital files checked before they run.

Proof

Every site photographed on the day it goes live, and a campaign report when it comes down.

OUR PROMISE

If it doesn't run as booked, we put it right.

- The price in your proposal is the price you pay
- Damaged, obscured or missed? We repair, repost and make up the time, or credit you
- Photographs of every site, on day one
- One named contact from brief to report

VIII

NEXT STEP

Your next fortnight *starts here.*

Tell us what you want to achieve. You'll have a fixed, itemised proposal within 48 hours, and a real person on the other end of the phone.

ADVERTISING	advertise@highviewads.com
ONLINE	highviewads.com

SCAN TO PLAN YOUR CAMPAIGN

Sources. 1. Outsmart / PwC, UK Out of Home revenue, full year 2025 (February 2026). 2. Route, Great Britain's out-of-home audience measurement, Q4 2022 release. 3. YouGov, Out-of-home effectiveness survey of British adults.

Prices are indicative and exclude print, production and VAT. Every proposal is fixed and itemised. Owners of walls, rooftops and land can earn a fixed rent: highviewads.com/site-owners.