

CHANNEL	OPPORTUNITIES TO SEE (OTS)
<p>MCC Ocean & JC Decaux digital screen network</p>	<p>116 screens cover the city centre - including the Mancunian way Combined OTS across this network is 5.2 million per fortnight. With the average OTS per screen at 47k Our Zero Carbon Campaign received 12 weeks of coverage on these sites</p>
<p>Out of Home Billboards & Digital package</p>	<p>16 x Commercial sites across our wards - with a mixture of traditional print sites and digital screens</p> <p>Situated at major commuter, shopping, and high footfall pedestrian locations</p> <p>The OTS for these sites is a combined 2.6 million across the 2 weeks the campaign was live.</p>
<p>Bus Advertising Rears and Sides</p>	<p>A mixture of bus rears and streetliners across the 2 main Manchester depots in Manchester.</p> <p>A typical four-week bus Rear campaign will reach - 91% of people in Manchester (Source: BUSADS).</p>
<p>Backlit - Print Sites</p>	<p>Large print backlit sites on major roads into Manchester City Centre with huge traffic/commuter audiences.</p> <p>The average OTS on these sites is 700k Per fortnight. The campaign was live for 10 Weeks.</p>