

# bollard advertising

## What is it?

Bollard advertising is used to support events and provides excellent brand presence in a prominent position outside store entrance/exit

## Key benefits

- Great opportunity to raise awareness of promotions, new launches, events or corporate initiatives
- Available in 400 stores (8 shrouds per store)

## Why use it?

Ideal for raising awareness of:

- Promotions
- New launches
- Events
- Corporate Initiatives

## Set-up

Nomination process to determine supplier

Live for 3 weeks during Sainsbury's Promotional Cycle

Booking lead time  
10 weeks

Artwork lead time  
6 weeks

