



**brandleap**  
Building Brand Equity...

# Outdoor Advertising Sales Deck

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COUNTINUOUSLY BUILDING BRAND EQUITY

[www.brandleap.com](http://www.brandleap.com)



# ABOUT US

We are a Digital & Technology-driven Out-Of-Home Advertising company in Nigeria.

At Brandleep Ltd., we help you build brand equity through tailored advertising solutions. We help brands improve their bottom-line through purpose-driven advertising services using relevant data. Our Services Includes Lamp Pole, Indoor Boards, Outdoor Billboards, Static & LED, Small Formats Signages, and Special Projects.

We would turn your humble beginning to monumental achievements.

## WHAT DRIVES US

Our aim is to help you meet your advertising objectives and ensure we deliver unapologetic results for your business.

## OUR APPROACH

We have an increasing network of billboard deployment across strategic locations in Lagos and Nigeria, we are willing to work with all industry Stakeholders including; Practitioners, Media Agencies, Regulators, Business Owners, Marketing Managers, Brand Managers, Media Planners and Buyers, Strategists, Procurement & Compliance Officers to achieve their advertising objectives.

We are not limited to only our billboard, we are also able to assist you in placing your brands on any billboard location in Nigeria.

## OUR CORE VALUES

We are a ..... **S.T.A.R**

We think **STRATEGICALLY**, using data **ANALYTICS** resources and ensure we deliver unapologetic **RESULTS** in a **TIMELY** manner.

# SEBASTIAN BOARD

Ali Dada Bus Stop, Ago Palace Way,  
Okota

## FTT/FTF:

FACE 1: FROM CELE EXPRESS

FACE 2: FROM APPLE JUNCTION

## DISPLAY ORIENTATION:

**Landscape**

## BILLBOARD TYPE:

**Eye Catcher Digital Led Billboard**

## DIMENSION:

**360 (H) X 960 (W) Pixels**

## SCREEN ACTIVE TIME / DAY

**7:00AM – 11:00PM**

## FORMATS:

**PNG/JPG/GIF/MP4/MPV**

## DISPLAY TIME:

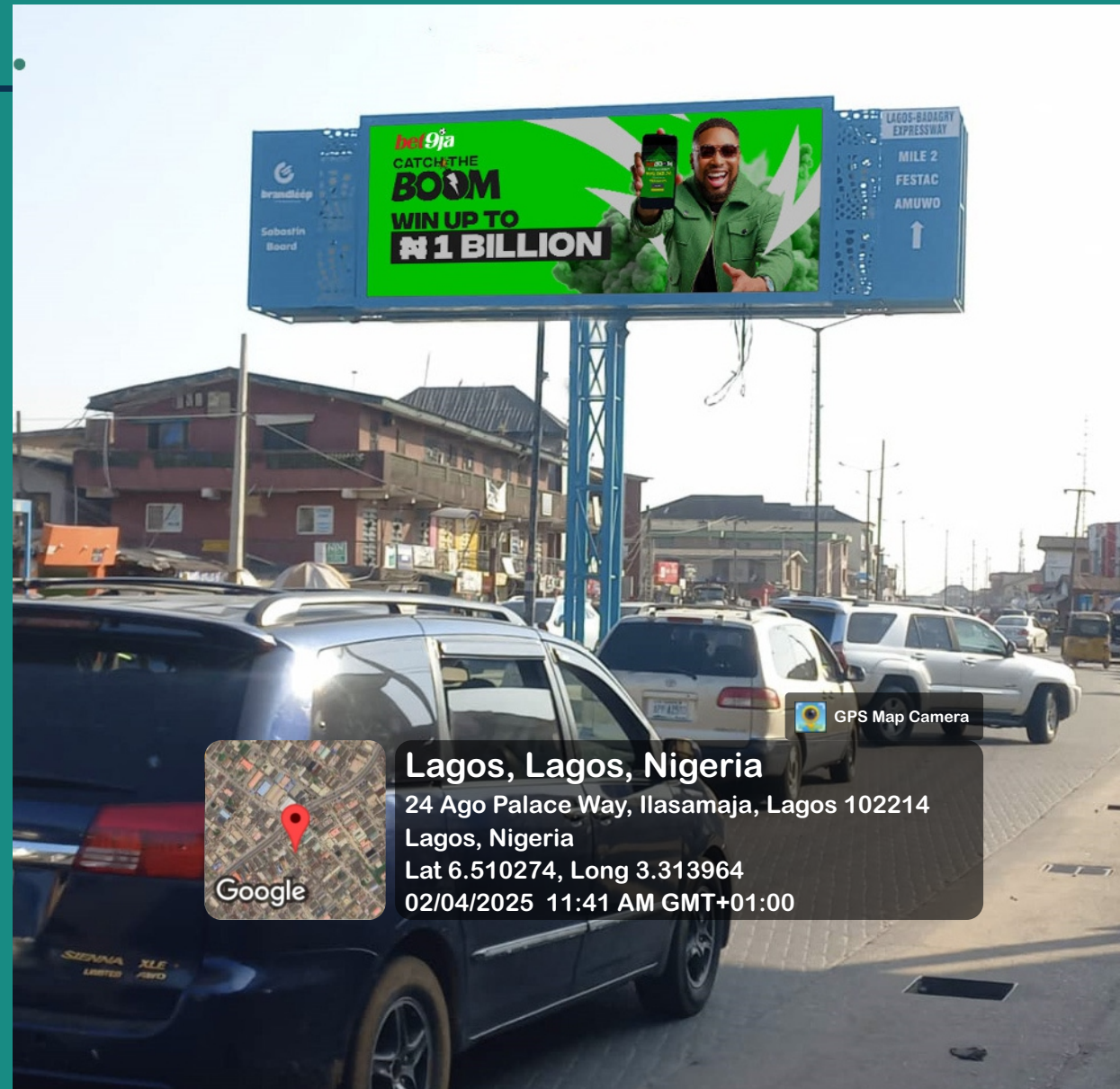
**10 Secs / Brands**

## ESTIMATED REACH/DAY

**75,000**

## ESTIMATED REACH/MONTH

**2,250,000**



# HERMES BILLBOARD

Ahmadu Bello Way, Vi  
Just Opp Silverbird Galleria

## LED FACE

### FTT/FTF:

Traffic Coming From Bar  
Beach/eko Atlantic

DISPLAY ORIENTATION:

**LED Face: Portrait**

BILLBOARD TYPE:

**DIGITAL LED**

DISPLAY RESOLUTION

**840 (H) X 480 (W) Pixels**

SCREEN ACTIVE TIME / DAY

**7:00AM – 11:00PM**

FORMATS:

**PNG/JPG/GIF/MP4/MPV**

DISPLAY TIME

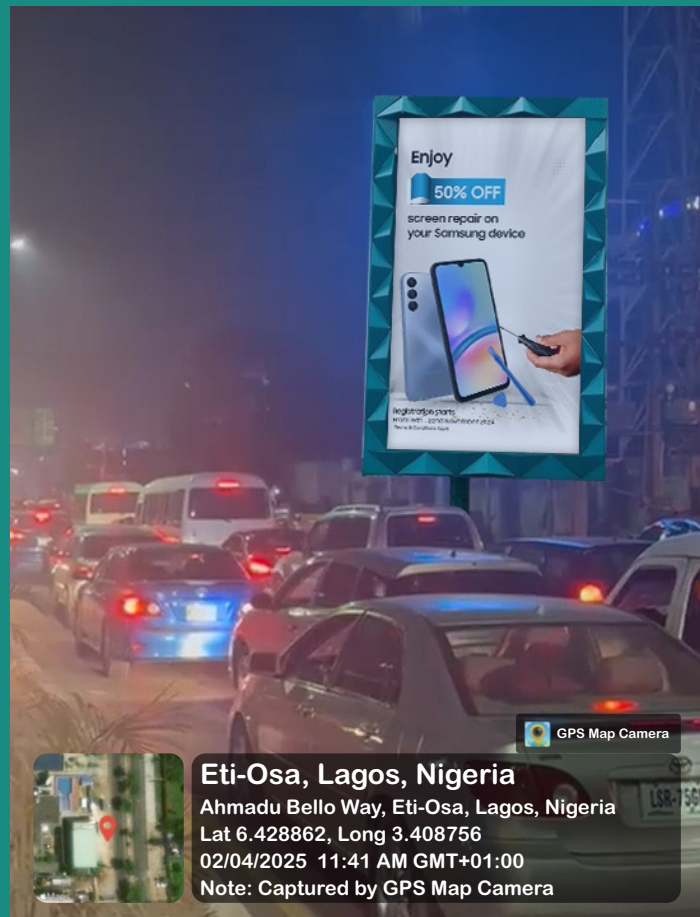
**10 Secs / Brand**

ESTIMATED REACH/DAY

**42,000**

ESTIMATED REACH/MONTH

**1,260,000**



## STATIC FACE

### FTT/FTF:

Traffic To Bonny Camp

DISPLAY ORIENTATION:

**Static Face: Portrait**

BILLBOARD TYPE:

**Unipole Billboard**

DIMENSION:

**Height: 6.9m**

**Width: 4.0m**

ACTIVE TIME / DAY

**24 Hours**

MATERIALS:

**Flex Banner**

DISPLAY TIME

**Not Applicable**

ESTIMATED REACH/DAY

**42,000**

ESTIMATED REACH/MONTH

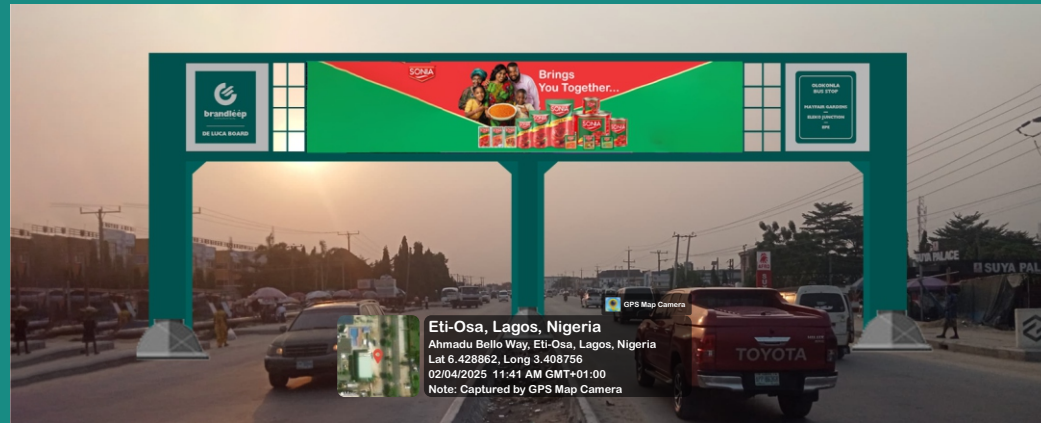
**1,260,000**



# ATLAS BILLBOARD

Olokonla Bus Stop, By Lagos Business school

## LED FACE



### FTT/FTF:

Traffic Coming From Sangotedo  
Shoprite Going To LBS

### BILLBOARD TYPE:

**Digital Led**

### DISPLAY ORIENTATION:

**Landscape**

### SCREEN ACTIVE TIME / DAY

**7:00AM – 11:00PM**

### DISPLAY RESOLUTION

**480 (H) X 1680 (W) Pixels**

### DISPLAY TIME

**10 Secs / Brand**

### FORMATS:

**PNG/JPG/GIF/MP4/MPV**

### DISPLAY TIME

**10 Secs/ 10mb/ Brand**

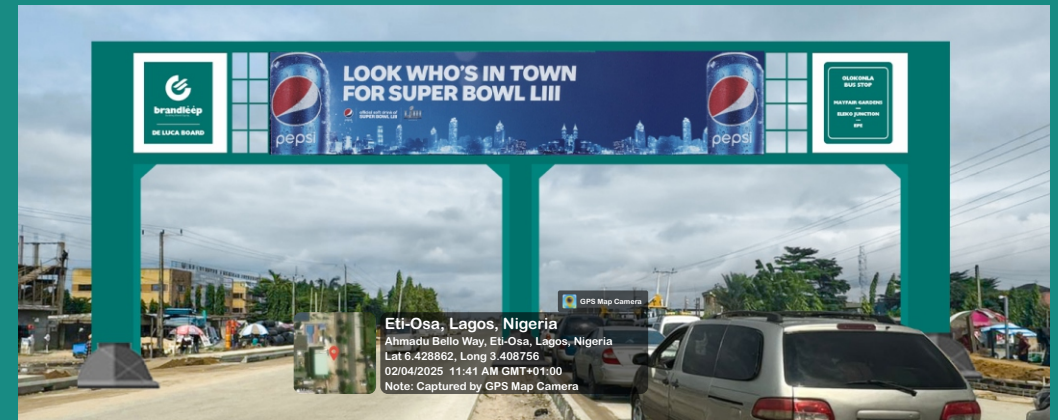
### ESTIMATED REACH / DAY

**75,000**

### ESTIMATED REACH / MONTH

**2,250,000**

## STATIC FACE



### FTT/FTF:

Traffic Coming From Abraham  
Adesanya To LBS

### BILLBOARD TYPE:

**Static**

### DISPLAY ORIENTATION:

**Landscape**

### ACTIVE TIME / DAY

**24 Hours**

### DISPLAY RESOLUTION

**Static Face: 4M (H) X 25M (W)**

### MATERIAL TYPE:

**Flex Banner**

### DISPLAY TIME:

**Not Applicable**

### ESTIMATED REACH / DAY

**75,000**

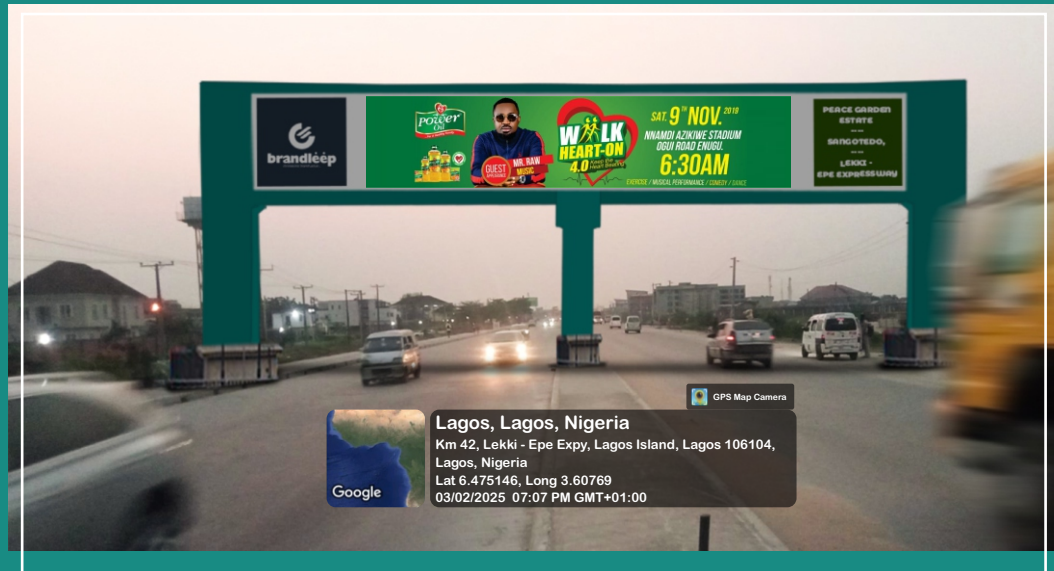
### ESTIMATED REACH / MONTH

**2,250,000**

# DARIUS BILLBOARD

By Peace Garden City Estate, Sangotedo,  
After Novare Mall, Shoprite

## STATIC FACE



### FTT/FTF:

Traffic Coming From Abijo, Going To Ajah

### BILLBOARD TYPE:

**Static**

### DISPLAY ORIENTATION:

**Landscape**

### ACTIVE TIME / DAY

**24 Hours**

### DISPLAY RESOLUTION

**4M (H) X 25M (W)**

### MATERIAL:

**Flex Banner**

### DISPLAY TIME:

**Not Applicable**

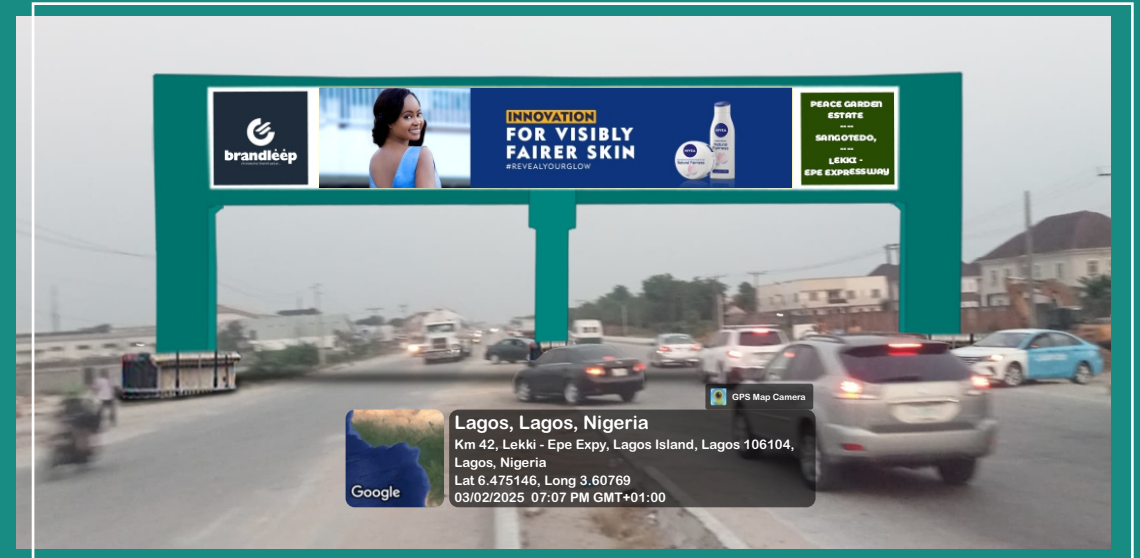
### ESTIMATED REACH / DAY

**75,000**

### ESTIMATED REACH / MONTH

**2,250,000**

## STATIC FACE



### FTT/FTF:

Traffic Coming From Sangotedo Market

### BILLBOARD TYPE:

**Static**

### DISPLAY ORIENTATION:

**Landscape**

### ACTIVE TIME / DAY

**24 Hours**

### DISPLAY RESOLUTION

**4M (H) X 25M (W)**

### MATERIAL:

**Flex Banner**

### DISPLAY TIME:

**Not Applicable**

### ESTIMATED REACH / DAY

**75,000**

### ESTIMATED REACH / MONTH

**2,250,000**

# OLYMPIA BOARD

Twinny Hotel, At NNPC Bus Stop,  
Ejigbo Road

## LED FACE

### FTT/FTF:

Traffic Facing NNPC/JAKANDE

### DISPLAY ORIENTATION:

**Portrait**

### BILLBOARD TYPE:

**Digital Led**

### DISPLAY RESOLUTION

**840 (H) X 480 (W) Pixels**

### SCREEN ACTIVE TIME / DAY

**7:00AM – 11:00PM**

### FORMATS:

**PNG/JPG/GIF/MP4/MPV**

### DISPLAY TIME:

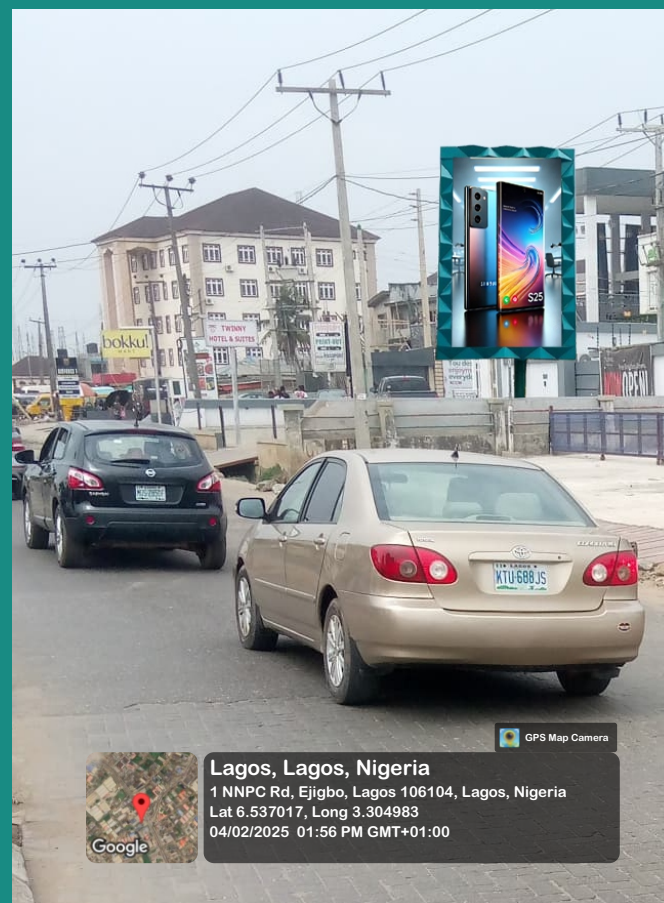
**10 Secs / Brand**

### ESTIMATED REACH/DAY

**83,750**

### ESTIMATED REACH/MONTH

**2,512,500**



## STATIC FACE

### FTT/FTF:

Traffic To Ejigbo / Ikotun Egbe

### DISPLAY ORIENTATION:

**Portrait**

### BILLBOARD TYPE:

**Static**

### DIMENSION & SIZE:

**Height: 6.9M**

**Width: 4.0M**

### DISPLAY RESOLUTION

**Not Applicable**

### ACTIVE TIME / DAY

**24 Hours**

### MATERIAL TYPE:

**Flex Banner**

### DISPLAY TIME:

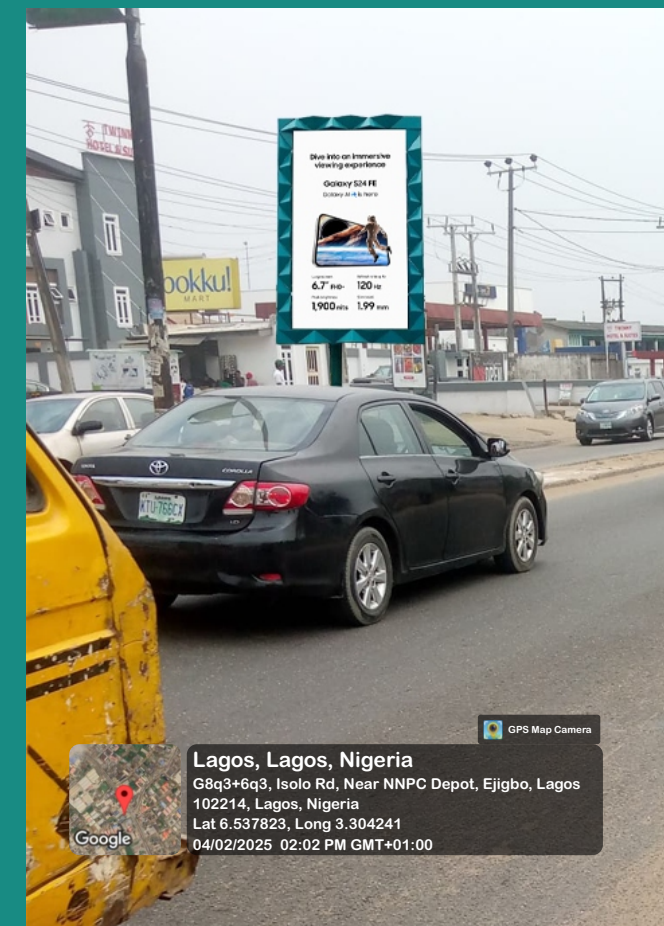
**Not Applicable**

### ESTIMATED REACH/DAY

**83,750**

### ESTIMATED REACH/MONTH

**2,512,500**



# MAXIMUS BOARD

Mile 2, Oshodi -  
Apapa Expressway, Lagos

## FTT/FTF:

TRAFFIC FROM MILE 2 BUS  
STOP

DISPLAY ORIENTATION:

**Landscape**

BILLBOARD TYPE:

**Digital Led**

DIMENSION:

**600 (H) x 1320 (W) PIXEL**

SCREEN ACTIVE TIME / DAY

**7:00AM – 11:00PM**

DISPLAY TIME

**10 Secs / Brand**

FORMATS:

**PNG/JPG/GIF/MP4/MPV**

DISPLAY TIME & MATERIAL SIZE

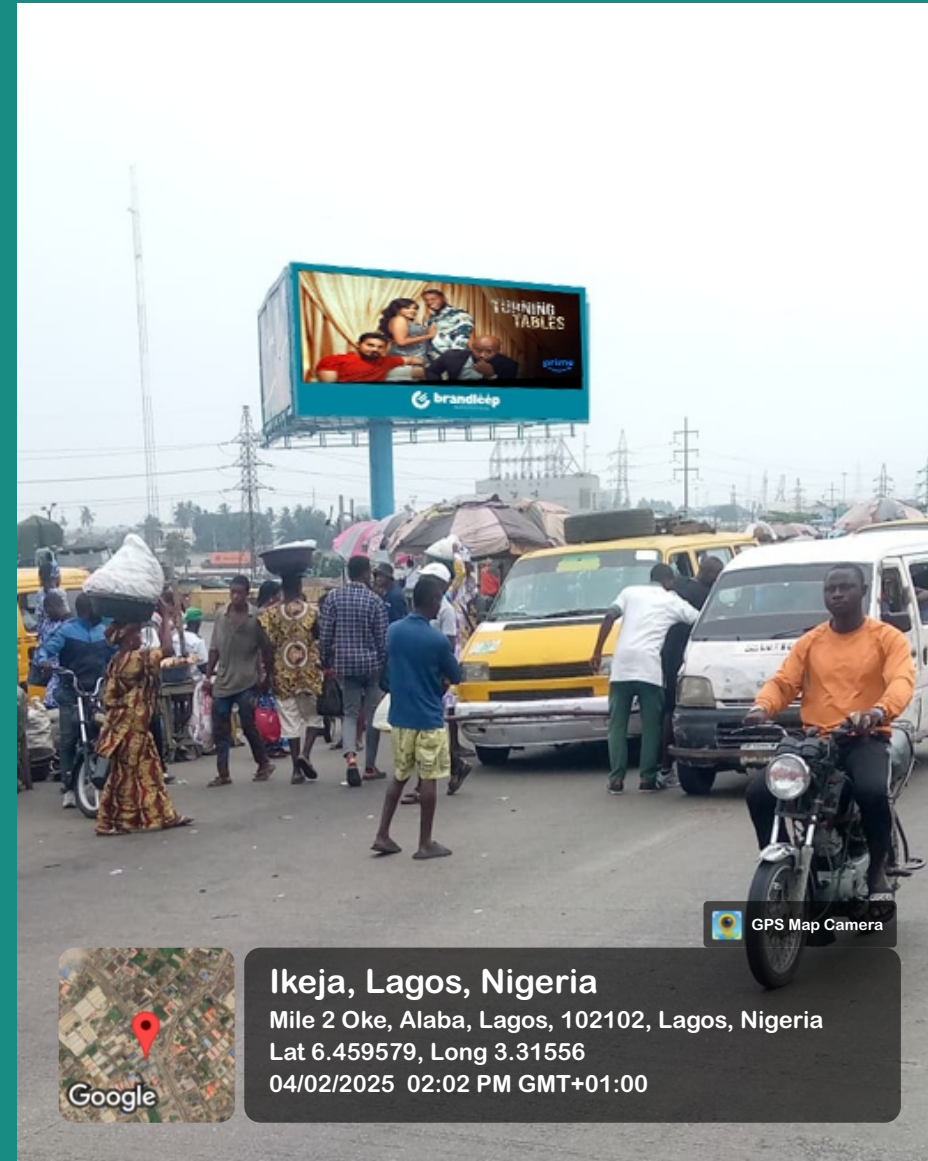
**10 Secs / 10mb / 6 Brands**

ESTIMATED REACH/DAY

**115,000**

ESTIMATED REACH/MONTH

**3,450,000**



**LED FACE**



# MAXIMUS BOARD

Mile 2, Oshodi -  
Apapa Expressway, Lagos

DISPLAY ORIENTATION:  
**LANDSCAPE**

BILLBOARD TYPE:  
**Unipole Static Billboard**

DIMENSION & SIZE:  
**Height: 6M**  
**Width: 18M**

ACTIVE TIME / DAY  
**24 Hours**

MATERIAL TYPE  
**Flex Banner**

DISPLAY TIME & MATERIAL SIZE  
**Not Applicable**

ESTIMATED REACH/DAY  
**115,000**

ESTIMATED REACH/MONTH  
**3,450,000**

## STATIC 1



**FTT/FTF: Coming From Costain**

## STATIC 2



**FTT/FTF: Coming From Apapa Way**

# LUCAS BILLBOARD,

Awolowo Road, Off Falomo Bridge, Ikoyi

## LED FACE

### FTT/FTF:

Traffic Coming From Falomo Bridge

### DISPLAY ORIENTATION:

**Portrait**

### BILLBOARD TYPE:

**Digital Led**

### DISPLAY RESOLUTION

**840 (H) X 480 (W) Pixels**

### SCREEN ACTIVE TIME / DAY

**7:00AM – 11:00PM**

### FORMATS:

**PNG/JPG/GIF/MP4/MPV**

### DISPLAY TIME:

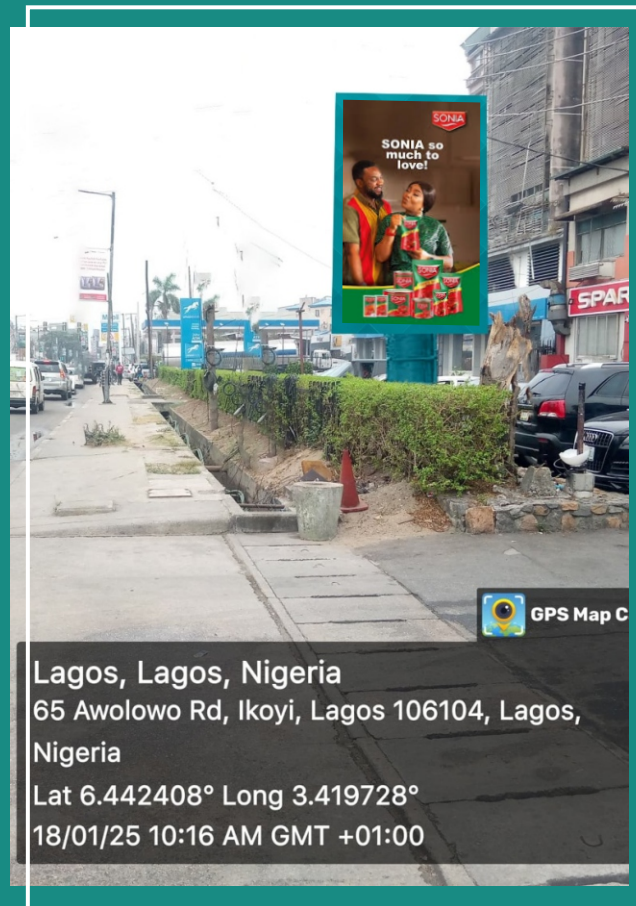
**10 Secs / Brand**

### ESTIMATED REACH/DAY

**42,000**

### ESTIMATED REACH/MONTH

**1,260,000**



Lagos, Lagos, Nigeria  
65 Awolowo Rd, Ikoyi, Lagos 106104, Lagos,  
Nigeria  
Lat 6.442408° Long 3.419728°  
18/01/25 10:16 AM GMT +01:00

## STATIC FACE

### FTT/FTF:

Traffic Coming From EFCC Office To Falomo

### DISPLAY ORIENTATION:

**Portrait**

### BILLBOARD TYPE:

**Static**

### DIMENSION & SIZE:

**Height: 6.9M**

**Width: 4.0M**

### DISPLAY RESOLUTION

**Not Applicable**

### MATERIAL TYPE

**Flex Banner**

### DISPLAY TIME:

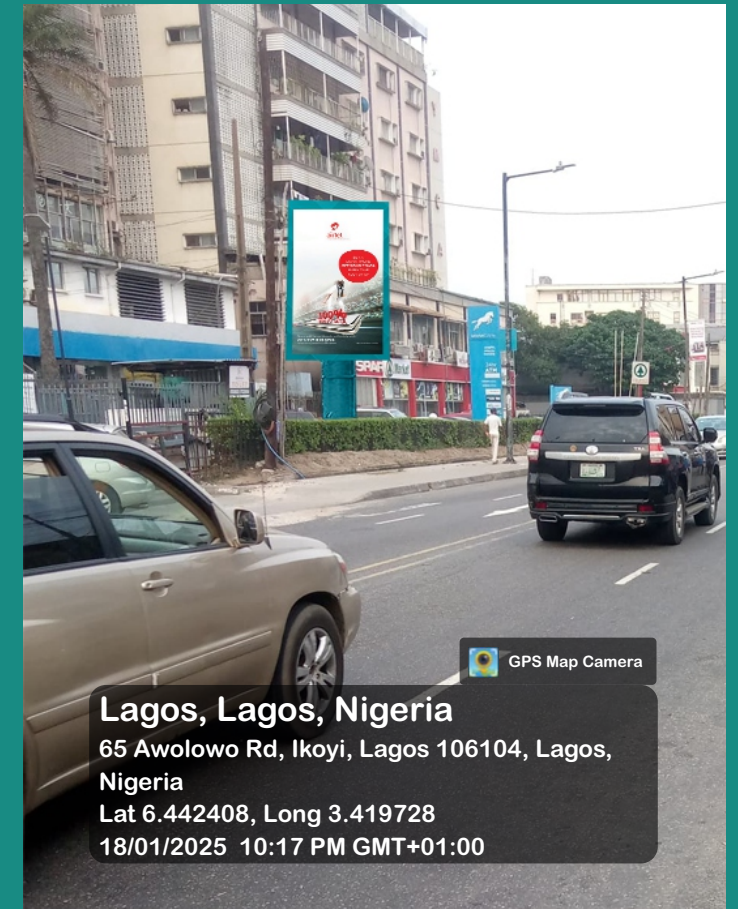
**Not Applicable**

### ESTIMATED REACH/DAY

**42,000**

### ESTIMATED REACH/MONTH

**1,260,000**



Lagos, Lagos, Nigeria  
65 Awolowo Rd, Ikoyi, Lagos 106104, Lagos,  
Nigeria  
Lat 6.442408, Long 3.419728  
18/01/2025 10:17 PM GMT+01:00



# Get In Touch

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- 🔗 <https://bit.ly/billboard-booking>

“ Doing business without advertising is like winking at a lady in the dark. You know what you’re doing, but no one else does. ”

**Steuart Henderson Britt**