



# THE MAXIMUS BILLBOARD

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# MAXIMUS BOARD

One of the Biggest Board in Nigeria located at Business Centric Area along Lagos State Port Road.

- Location: Mile 2, Oshodi-Apapa Way, Lagos, Nigeria
- Screen Type: 3 Phase Unipole (1 Digital Screen & 2 Static)
- Display Size: 6meter x 18meter (Height x Width) each Phase
- Size in Sheet: 108 SQM
- LED Screen Type: P8 Screens with Good Clarity
- Pixel Density: :15,625 pixel/m<sup>2</sup>
- Light Type: Kinglight SMD2727
- Screen Brightness: >5000nits
- Best Viewing Distance: >5 Meter
- Billboard LGA: Amuwo-Odofin Local Government Area.

## Billboard Description:

- SQM-108m<sup>2</sup>  
Height-6m  
Width 18m
- Phase 1: Oshodi-Apapa Road  
LED Screen  
6M x 18M = 108M<sup>2</sup>
- Phase 2: Festac-Badagry Road  
Stattic Face 1  
6M x 18M = 108M<sup>2</sup>
- Phase 3: Orile, Costain, Surulere  
Static Face 2  
6M x 18M = 108M<sup>2</sup>
- Digital Screen Display Time:  
16 Hours / Day

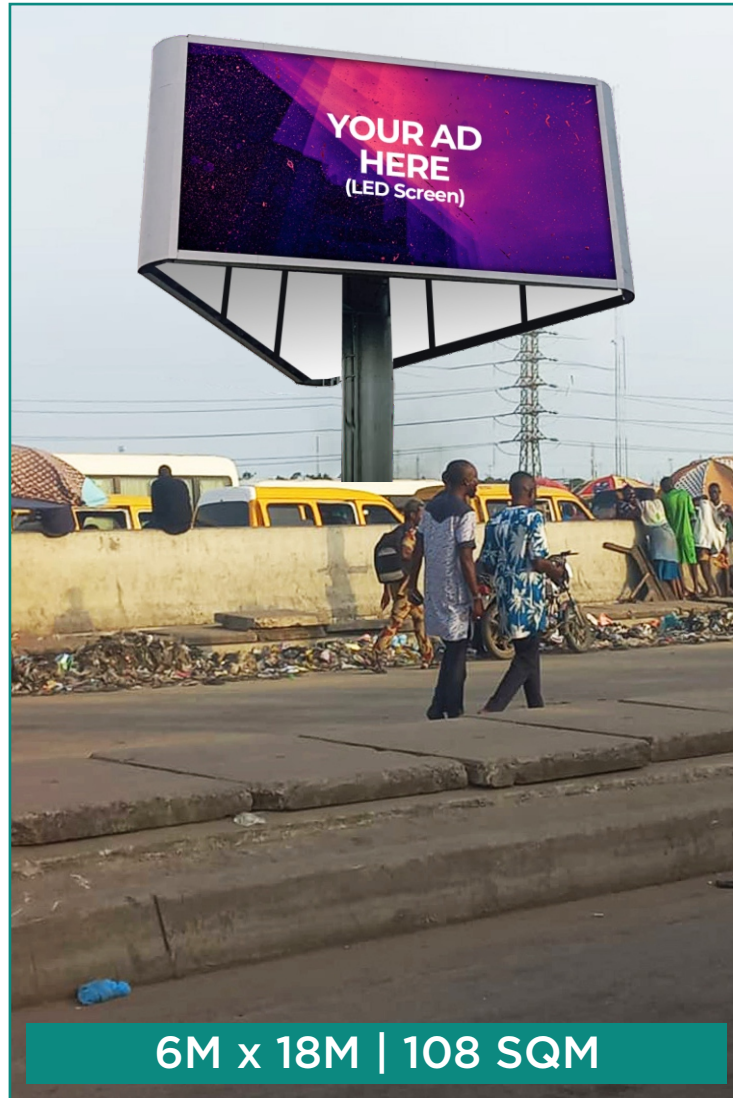
### Phase 1



6M x 18M | 108 SQM

Facing Costain Road

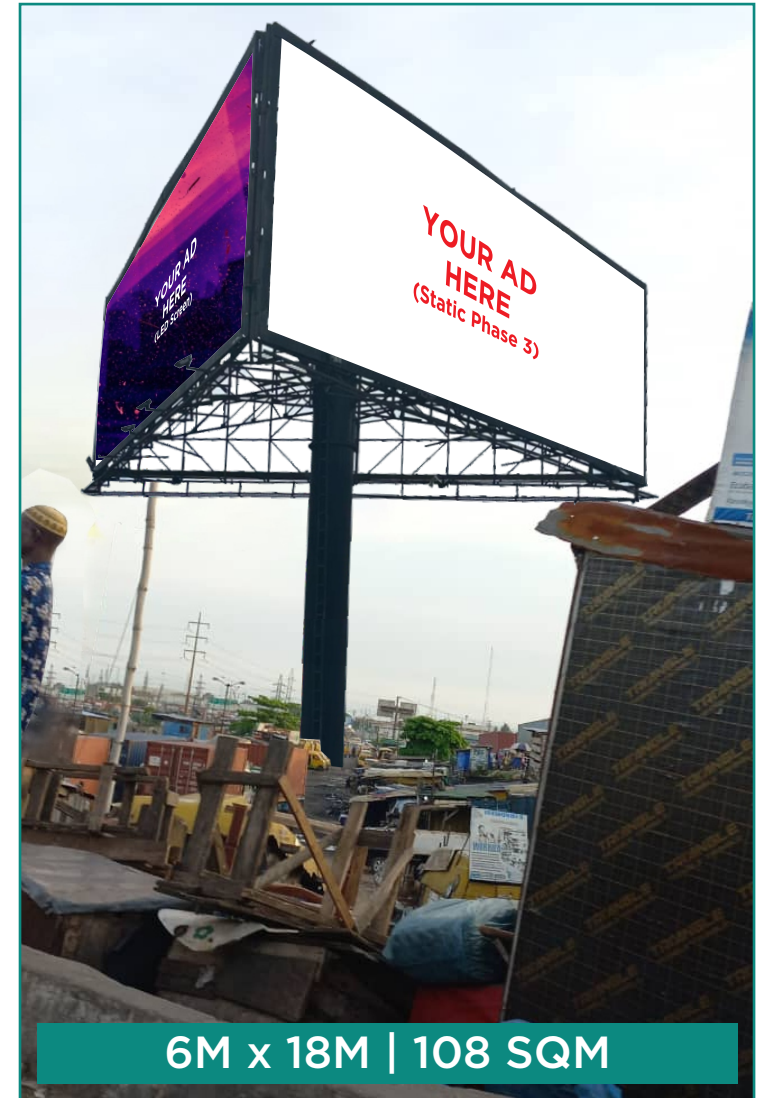
### Phase 2



6M x 18M | 108 SQM

Facing Oshodi - Apapa Way

### Phase 3



6M x 18M | 108 SQM

Facing Festac Way

# Audience Insights

## Gender Insight

Male	Female
<b>57%</b>	<b>43%</b>

## Social Economy Class

A	B
<b>3%</b>	<b>5%</b>
C1-C2	D-E
<b>64%</b>	<b>28%</b>

## Age Demographics

15 - 24	25-34
<b>12%</b>	<b>34%</b>
35-44	45-54
<b>30%</b>	<b>24%</b>

LGA POPULATION AMUWO-ODOFIN	DAILY VEHICULAR MOVEMENT	AVERAGE / PER VEHICLE	ESTIMATED DAILY REACH	ESTIMATED MONTHLY REACH
<b>2,438,294</b>	<b>25,738</b>	<b>5 Person</b>	<b>220,000+</b>	<b>5,000,000+</b>

Source: Lagos State Bureau of Statistics

# RATE CARD

Note: All price are in Naira

Prices are updated subject to economy realities

## PHASE 1: DIGITAL LED RATE

DURATION	1 YEAR	6 MONTHS	3 MONTHS	1 MONTH	1 WEEK	1 DAY	1 HOUR
PRICE	48.0M	27.0M	12.750M	5M	1.5M	250,000	N15,000
DISCOUNT	20%	10%	5%	-	-	-	-

## PHASE 2 & 3: STATIC PHASE OF THE BOARD

DURATION	1 YEAR	6 MONTHS	3 MONTHS	1 MONTH	2 WEEKS		
PRICE	10.2M	5.40M	2.850M	1M	650,000	-	-
DISCOUNT	15%	10%	5%	-	-	-	-

*Thank  
You*

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