

## Redbus expands university media network

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Redbus Media Group, the UK's largest campus media owner, has agreed long term contracts with several more leading university student unions including Kings College London, Warwick, Glasgow, Keele, Nottingham Trent and Liverpool John Moores.

The network now comprises 94 universities and colleges giving Redbus full coverage of students at the vast majority of major UK universities. These additions to the network will be operational by September 2010 in time for the busy 'Freshers' period.

Alan Valler, Group Sales Director, commented "We are delighted to welcome these great universities to our network. These additions, along with more to be announced in the coming weeks, mean advertisers can be certain of reaching the vast majority of UK university students through one single media owner."

### ABOUT REDBUS MEDIA GROUP

Redbus Media Group is a specialist "destination" out-of-home media owner. We target people when they arrive at their destination rather than when they are on the move. This ensures highly effective campaigns with extremely low wastage.

Our range of advertising networks includes:

- Poster sites targeting university and college students, such as 6-sheets in walkways, cafes and bars across leading campuses, including UCL, Bristol, LSE, Imperial & St Andrews
- In-store media, such as trolley and basket media in Sainsbury's, Tesco and Boots
- Poster sites on the UK's leading retail parks and shopping centres, such as 6-sheets by store entrances on parks run by British Land, Land Securities and Hammerson

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