

CM-NR-01 • ROSE LANE, NORWICH

Full-motion outdoor advertising in Norwich

Your brand in motion, seen every day

CODER Motion gives brands a high-impact way to be seen, using 15-second video adverts on three Full HD video screens at Rose Lane in Norwich city centre. Book online by the week, we make your video, and you go live.

15s

FULL-MOTION VIDEO ADVERT

6:00–22:30

EVERY DAY, SEVEN DAYS A WEEK

12

ADVERTISERS AT ANY ONE TIME, MAX

776k+

IMPRESSIONS PER MONTH

03 AUDIENCE

04 LOCATION

05 THE SCREENS

06 RATE CARD

07 BOOKING AND TERMS

08 ARTWORK GUIDE

Seen by Norwich, every month

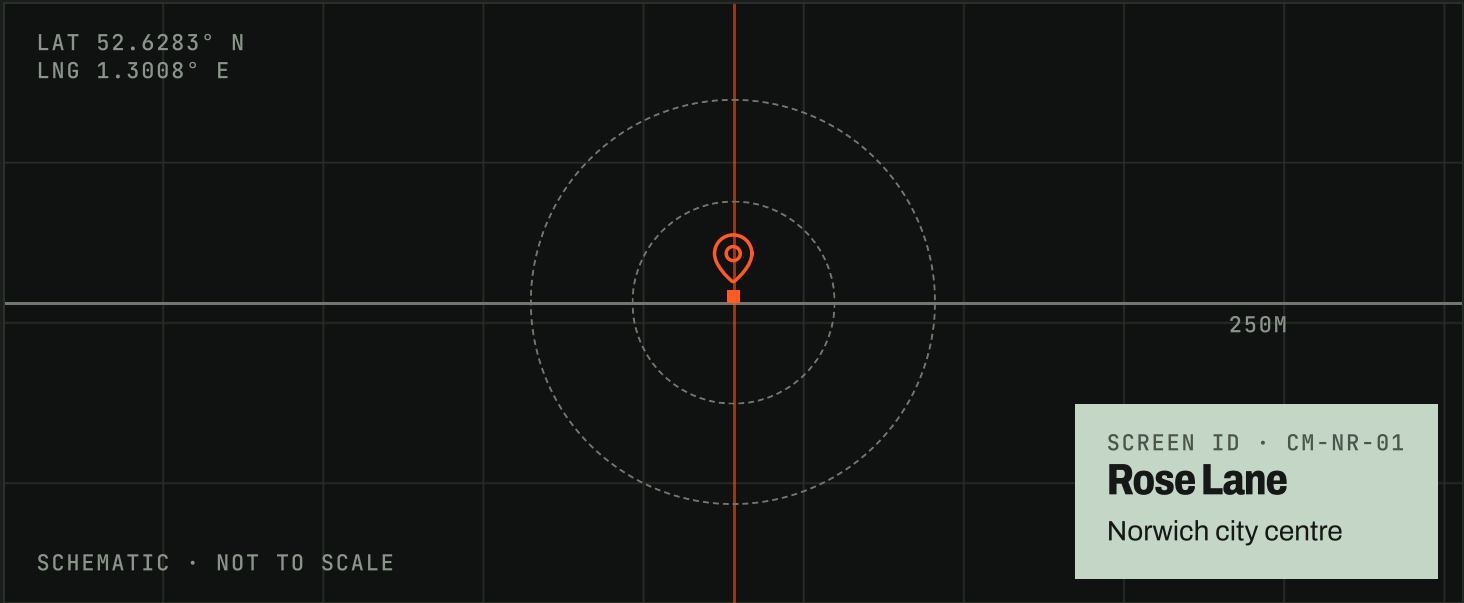
Monthly audience passing the screens on Rose Lane,
based on August 2026.

■ AUDIENCE · PER MONTH · BASED ON AUGUST 2026		CM-NR-01	
01 / IMPRESSIONS PER MONTH		02 / PEOPLE PASS PER MONTH	
776,892+		136,320+	
03 / CARS PASS PER MONTH		04 / BUSES PASS PER MONTH	
321,560+		10,169+	

330	180s
PLAYS PER ADVERT, PER DAY	FULL LOOP OF 12 ADVERTS
16.5h	
ON SCREEN EVERY DAY	

The heart of Norwich

Rose Lane, NR1 1PN. A central city street with steady vehicle flow and constant pedestrian movement throughout the day.



ADDRESS

Rose Lane, Norwich NR1 1PN

SURROUNDINGS

Close to Riverside Retail Park, Rose Lane Car Park, leisure venues, gyms, bars, offices and key city links

FOOTFALL

Constant daily foot traffic, especially during peak hours and weekends

VISIBILITY

A central one-way route with a 20mph limit. Seen by drivers, people walking to and from Norwich train station, and passengers on one of the city's busiest bus routes

SCREENS

Full HD LED, daylight-visible, weatherproof and silent

RIVERSIDE RETAIL PARK

ROSE LANE CAR PARK

TRAIN STATION ROUTE

BUSY BUS ROUTE

20MPH ONE-WAY

Three screens, one 15-second canvas

Three single-pane window screens, split by brick wall. Your advert is one video that plays across all three at once.



SCREEN ONE
1344 × 756



SCREEN TWO
1008 × 756



SCREEN THREE
1008 × 756

00

00:07 / 00:15 · 5760 × 756

Screen specification		REF CM-RL-001 · REV 01
01	FORMAT Three single-pane window screens Full HD LED · daylight-visible · weatherproof · silent	
02	SCREEN SIZES 1344 × 756 · 1008 × 756 · 1008 × 756 Left to right, street side	
03	ARTWORK CANVAS 5760 × 756px One file across all three screens and the brick wall between them	
04	FILE MP4 · 15 seconds · no audio	
05	OPERATING HOURS 6:00–22:30 Seven days a week	
06	BOOKING TYPE Weekly campaign From 4 weeks, starting on a Monday	
07	ADVERTISER CAP 12 advertisers at any one time	
08	LOCATION Rose Lane, Norwich NR1 1PN	

CODER MOTION · MEDIA PACK05 / 09

Clear pricing, no hidden costs

Weekly rates, plus VAT. The longer your campaign, the lower the weekly rate.

4 weeks

£880 TOTAL + VAT

£220 /wk + VAT

8 weeks

RECOMMENDED

£1,560 TOTAL + VAT

£195 /wk + VAT

12 weeks

£2,040 TOTAL + VAT

£170 /wk + VAT

12+ weeks

ASK US

£145 /wk + VAT

EVERY CAMPAIGN INCLUDES

- ✓ Full-motion video ad in a prime location
- ✓ Shown daily from 6am to 10:30pm
- ✓ Change your video at any time
- ✓ Booking confirmation and reminders

12 advertisers at any one time

So every ad gets the time and space it deserves.

Book the screen, we make your advert, you go live

STEP 01 / 04

01

Choose your slot

Pick your start date and how many weeks your ad runs.

STEP 02 / 04

02

We make your video

Most advertisers have our team create their 15-second video. Supplying your own? Send it any time before your start date.

STEP 03 / 04

03

Pay your way

Card, Apple Pay or Google Pay, or Account Payment for approved partners.

STEP 04 / 04

04

Artwork guide

Supplying your own video? Send one file that covers all three screens. The wall sections are part of the canvas but are never seen.

VISIBLE	HIDDEN	VISIBLE	HIDDEN	VISIBLE
1344	1300	1008	1100	1008

05760 × 756PX

5760

File

- ✓ MP4
- ✓ 5760 × 756px
- ✓ 15 seconds exactly
- ✓ No audio, the screens are silent

Design

- ✓ Nothing important in the wall sections
- ✓ Make each screen work on its own
- ✓ Large type, high contrast
- ✓ Logo on screen for most of the 15s

No video? We can make it

Artwork changes, video production or editing, and seasonal creative, for a small additional fee.

Be seen here

Book your CODER Motion campaign and get your advert seen on Rose Lane every day.

BOOK ONLINE →

BOOK ONLINE

codermotion.co.uk

SCREENS

Rose Lane, Norwich NR1 1PN

EMAIL

hello@coderagency.co.uk

PHONE

01603 000 000

