

DIGITAL DATA INFORMATION

To help you plan with confidence, the information below outlines each digital site with the key details you need to make informed decisions. This includes location, share of voice, estimated footfall, number of shows per month, and audience profiles — giving you a clear view of where your campaign will appear and who it will reach.

Site Name	Location	Based on No. of advertisers	Share of Voice	Footfall/traffic monthly average	No. of shows per month	Display Time	Target Categories
Pomme d'Or (3 screens)	Conway Street, St Helier	8	12.5%	11,667 <small>Approx footfall provided by Parish of St Helier</small>	16425 (based on 20")	24 hours	Affluent Achievers/Rising Prosperity/ Retail & Leisure Visitors/Everyday Commuters & Shoppers/Public Transport users.
Pomme d'Or Window Displays	Conway Street, St Helier	1	100%	11,667 <small>Approx footfall provided by Parish of St Helier</small>	n/a	24 hours	Affluent Achievers/Rising Prosperity/ Retail & Leisure Visitors/Everyday Commuters & Shoppers/Public Transport users.