

Liberation Bus Station is the main bus terminal for Jersey's My Bus network, situated at the Liberty Wharf complex within the town centre. The station is a new development completed in 2007, compact and purpose built, a great modern facility that is equipped with seating areas, information desk & display screens and a café.



Why should you advertise at Liberation Bus Station?

Between 2007 and 2008 Jersey's 'My Bus' network made over 3 million passenger journeys. The popularity of travelling by bus is continually increasing due to factors such as increases in fuel costs and travellers growing concerns for the environment. Since the completion of Liberation Station in 2007 and the increased ease of travel that the station provides, journeys have increased a further 5.5% on the previous year.

Over £3 Million Passenger Journeys (Sept 2007 to Sept 2008)

Stand Advertising

Passengers board the buses through one of the large sets of doors. There are ten stands and each of them service different routes. A fantastic opportunity is available to advertise across the six window sections and the door of each stand to make up one large image.

Target passengers using specific bus routes

Poster Advertising

There are 2 A1 sized poster sites situated on each of the protruding walls alongside the stands. There is a total of 18 poster sites giving the opportunity to direct your advertising to passengers using specific routes. These advertising sites are ideal for short term campaigns as poster sites can be changed as often as required.

Bus Ticket Advertising

A great opportunity is available to advertise on the reverse of the bus tickets, these are given to all passengers excluding pass holders. The rear of the bus ticket can be printed showing the promotion of your choice. Please note that minimum quantities apply, call now to find out when the next available print run will be.

Liberation Bus Station Site Map

