Written by Bob Snyder
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Britain's first motorway arch purpose-built for digital advertising will earn the local city council of Salford £5m, paid over ten years. The struggling town, which this year is making £25m worth of cuts and shedding 300 jobs, will be paid by **JCDecaux** as the structure is going up on council owned land. And the city is enthusiastically referring to the advertising sign as “a landmark.”

To be completed in spring 2015, the £2m archway will go up over the M602 motorway where it be seen by more than 80,000 drivers zipping by every day.

The arch spans 37 metres across the motorway and will be double-sides of 18 metres wide and five metres tall.

Philip Drye, Development Director – Large Format at JCDecaux said, “We are delighted to be working in partnership with Salford City Council to launch the iconic Salford Arch, a state-of-the-art digital advertising structure that will benefit both residents of Salford as well as UK and international advertisers.”

Go The Soon-to-be Iconic Salford Arch