



BACKLIGHT 48S

16.5 MILLION FORTNIGHTLY IMPACTS



Whether you are looking for high impact awareness, to underpin brand stature or simply drive conversation, Outdoor Plus' portfolio of London Backlight 48s are ideally placed to deliver. Each panel has been carefully selected on major arterial routes to optimise cover and maximise the delivery of a high value commuter and business audience. In line with our commitment to help you meet your brief as efficiently and effectively as possible, these panels can be planned on an individual basis or as a network of panels.

SPECIFICATION



TRANSFER METHODS
HIGH-RES PDF, FTP



RESOLUTION
6220 X 3220 MM
300DPI @ 1:10 SCALE



FILE FORMATS
JPEG, QUICKTIME (ANIMATION)



SOFTWARE
PHOTOSHOP, ILLUSTRATOR,
QUARK, INDESIGN, FREEHAND,
CORELDRAW

FINISHING SPECIFICATIONS

Kader finishing all sides

FILE NAME

Please label file with relevant campaign name and panel name: BRANDNAME_48SHEET.file format

SUPPLYING ARTWORK

Delivery of artwork via FTP to Prismaflex UK Ltd:

ftp://82.153.23.221

Username: paouk

Password: paouk

at least 2 weeks prior to in-charge

GENERAL NOTES

Please supply calibrated colour proof with your artwork. Please supply all files in CMYK format

CONTACT

For all enquires please contact:
marketing@outdoorplus.co.uk

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For all enquires please contact Tina McGuigan on 079 6111 3856 or tmcguigan@outdoorplus.co.uk