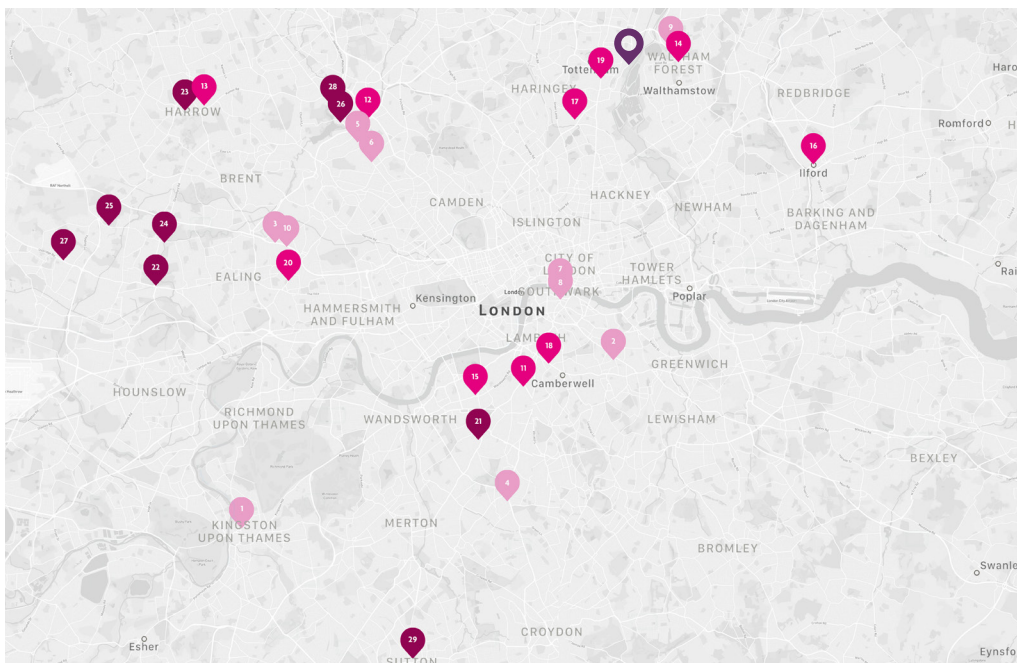




DIGITAL 48S

13 MILLION IMPACTS



Located in key London boroughs, our portfolio of digital 48's do not fail to deliver. Ideal for driving awareness, digital 48's amplify & complement other media as part of a wider broadcast campaign.

-  **IMPACTS: 13 MILLION**
-  **LOCAL COVER: 25%**
-  **REACH: 3 MILLION**

- | | | |
|--|---|--|
| <p>PHASE 1</p> <ul style="list-style-type: none"> 1 Fife Road 2 719 Old Kent Road A2 3 622 Western Avenue 4 420 Smeetham High Road 5 372 Edgware Road 6 British Rail Club 327 Edgware Road 7 53 Southwark Street 8 53 Southwark Street (2) 9 Fairways Golf Centre North Circular Road 10 608 Western Avenue | <p>PHASE 2</p> <ul style="list-style-type: none"> 11 77 Stockwell Road 12 Cardiff House, Tilling Road, Cricklewood 13 High Street, Wealdstone 14 Crooked Biller Roundabout, 1 Cecil Road 15 Queenstown Road / Lavender Hill 16 79 77 High Road Ilford 17 A509 - 341 Seven Sisters Road 18 223 Camberwell New Road 19 480 High Road Tottenham 20 35 Horn Lane Acton | <p>PHASE 3</p> <ul style="list-style-type: none"> 21 9 Balham High Road 22 220 Unbridge Road 23 33 Lowlands Road 24 412 Greenford Road 25 The White Hart Ruslip Road 26 106 West Hendon Broadway 27 Unbridge Road 28 263 West Hendon Broadway 29 Tudor Court Brighton Road |
|--|---|--|

SPECIFICATION



TRANSFER METHODS
FTP



RESOLUTION
600 X 280 PIXELS
72 - 300 DPI



FILE FORMATS
JPEG (STATIC ONLY)



SOFTWARE
PHOTOSHOP, ILLUSTRATOR,
QUARK, INDESIGN, FREEHAND,
COREDRAW

FILE NAME

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

DELIVERY OF ARTWORK

Email Digitalcreative@outdoorplus.co.uk (at least four working days prior to in-charge)

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 RGB format

CONTACT

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

CONTACT

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