



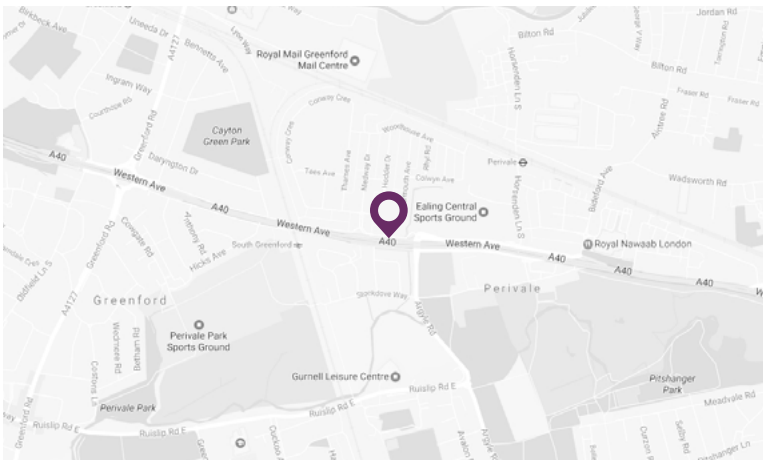
# ARGYLE ROAD, A40

EASTBOUND UB6 8TA

Two state of the art digital screens located East and Westbound on one of the main arterial routes heading in and out of London, the A40. Dominated by three lanes of traffic with two slip roads either side, this unique location offers advertisers access to an affluent business and commuter audience of over 2.7M every fortnight.

The Eastbound screen targets audiences travelling in to Central London from the affluent home counties of Oxfordshire & Buckinghamshire.

The Westbound screens targets audiences travelling from Hanger Lane connecting the M25 & also the M4 to Birmingham.



SPECIFICATION



**SLOT DURATION**  
10 SECONDS



**LOOP LENGTH**  
50 SECONDS



**RESOLUTION**  
1200 X 320 PIXELS



**FILE FORMAT**  
JPEG



**ILLUMINATION**  
DIGITAL



**PRODUCTION**  
STATIC, LAYERED AND DYNAMIC DIGITAL

FORTNIGHTLY IMPACTS (COMBINED)

**2,760,000**

SOURCE: DFT

COLOUR MODE

RGB ( true black = RO,GO,BO) - CMYK not accepted. It is preferable to use bold and contrasting colours with full shades as they look better on LED displays. Large and legible fonts – minimum pixel height for text 5 pixels No gradients

FILE NAME

Please label file with campaign name and panel name: BRANDNAME\_ARGYLEROAD.file format

DELIVERY OF ARTWORK

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

CONTACT

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