



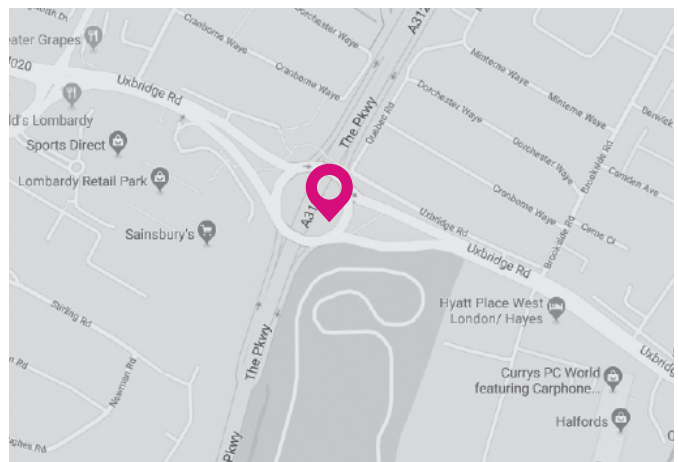
# HEATHROW EXPRESSWAY

## SOUTHBOUND

New for 2018, Heathrow Expressway is a welcome addition to our ever-growing iconic landscape digital portfolio. Two state-of-the-art digital screens situated North and Southbound on the busy A312. These screens target audiences travelling to and from Heathrow Airport, The M4 and the A40 from the affluent home counties of Buckinghamshire & Hertfordshire.

Close to London's busiest airport, as well as the private jet airport at Northolt, the A312 is a heavily trafficked route throughout the day as well at peak rush hour times.

This solus location, allows brands the opportunity to target a unique and previously untapped audience of over 1.37 million every two weeks.



### SPECIFICATION



**SLOT DURATION**  
10 SECONDS



**LOOP LENGTH**  
50 SECONDS



**RESOLUTION**  
1400 X 320 PIXELS



**FILE FORMAT**  
JPEG



**ILLUMINATION**  
DIGITAL



**PRODUCTION**  
STATIC, LAYERED AND DYNAMIC DIGITAL

COMBINED FORTNIGHTLY IMPACTS

# 1,370,000

#### 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\_HEATHROWSOUTH.file format

#### FILE SIZE

If you do wish to export the artwork at a higher DPI than 72, some design softwares tend to increase the pixel size. All copy supplied must maintain the pixel dimension stated.

#### DELIVERY OF ARTWORK

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

#### CONTACT

For all enquires please contact: [marketing@outdoorplus.co.uk](mailto:marketing@outdoorplus.co.uk)