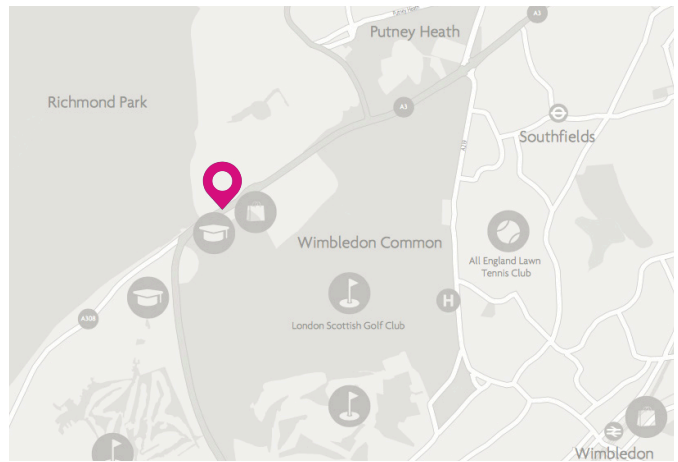




A3 Richmond Park

Roehampton Vale

A3 Richmond Park is a welcome addition to our ever growing Portrait Digital Portfolio. Part of the affluent Surrey set, this screen targets traffic travelling northbound towards Central London. With no other advertising of its kind on this stretch of road, this is an opportunity for brands to really stand out and reach a business & commuter audience of over 900,000 every two weeks. Noteworthy addresses nearby include; Richmond, Putney, Wimbledon,



SPECIFICATION



SPOT LENGTH
12 SECONDS



LOOP LENGTH
60 SECONDS



RESOLUTION
480 x 720 PIXELS



FILE FORMAT
JPEG



ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND
DYNAMIC DIGITAL

DEMOGRAPHICS

904,391
FORTNIGHTLY
IMPACTS

46%
AB

72%
ABC1

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_RICHMONDPARK.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