

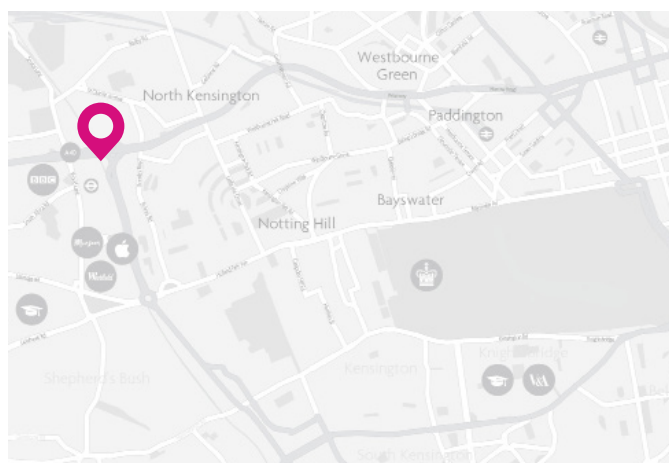


# A40

## Westway

The A40 Westway is the affluent corridor between the centre of London and the home counties of Oxfordshire and Buckinghamshire. Located on the last elevated section of the A40, this solus landscape display delivers unmissable impact to an audience of 1,328,334 (with a 29% AB bias) London commuters and business travellers every 2 weeks.

With its striking architecture and immediate proximity to Westfield Shopping Centre and the BBC media hub, this screen provides an ultra-premium and high impact communication opportunity for brands looking to stand out.



### SPECIFICATION



**SPOT LENGTH**  
10 SECONDS



**LOOP LENGTH**  
50 SECONDS



**RESOLUTION**  
1152 X 288 PIXELS



**FILE FORMAT**  
JPEG



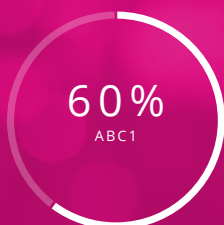
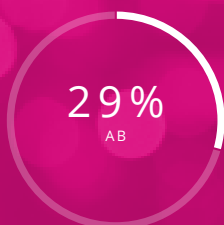
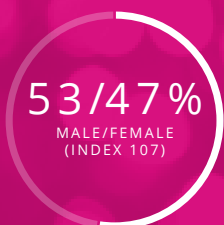
**ILLUMINATION**  
DIGITAL



**PRODUCTION**  
STATIC, LAYERED,  
DYNAMIC DIGITAL AND  
SUBTLE MOTION -  
H264 .mov OR H264

### DEMOGRAPHICS

FORTNIGHTLY IMPACTS 1,328,334



### 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\_A40WESTWAY.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