

A40 Western Avenue Argyle Road

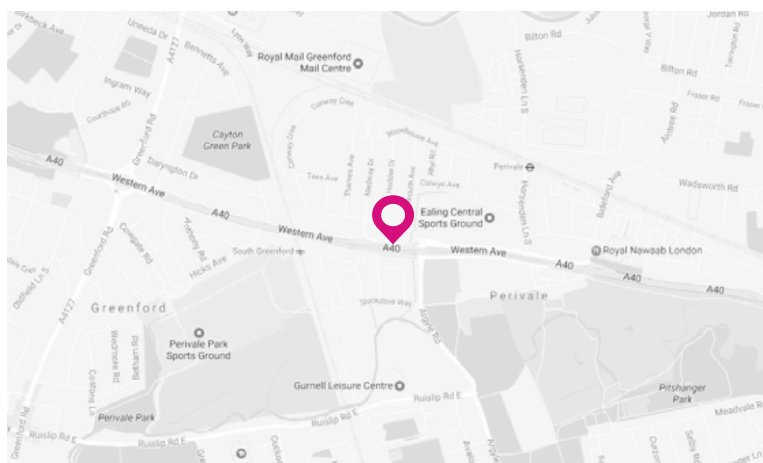
EASTBOUND UB6 8TA

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



SPECIFICATION



SPOT LENGTH
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
1200 X 320 PIXELS
72 DPI ONLY



FILE FORMAT
JPEG



ILLUMINATION
DIGITAL



PRODUCTION
STATIC 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_A40WESTERNAVEAST.file format

FILE SIZE

If you do wish to export the artwork at a higher DPI than 72, some design software's tend to increase the pixel size. All copy supplied must

maintain the pixel dimension stated.

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