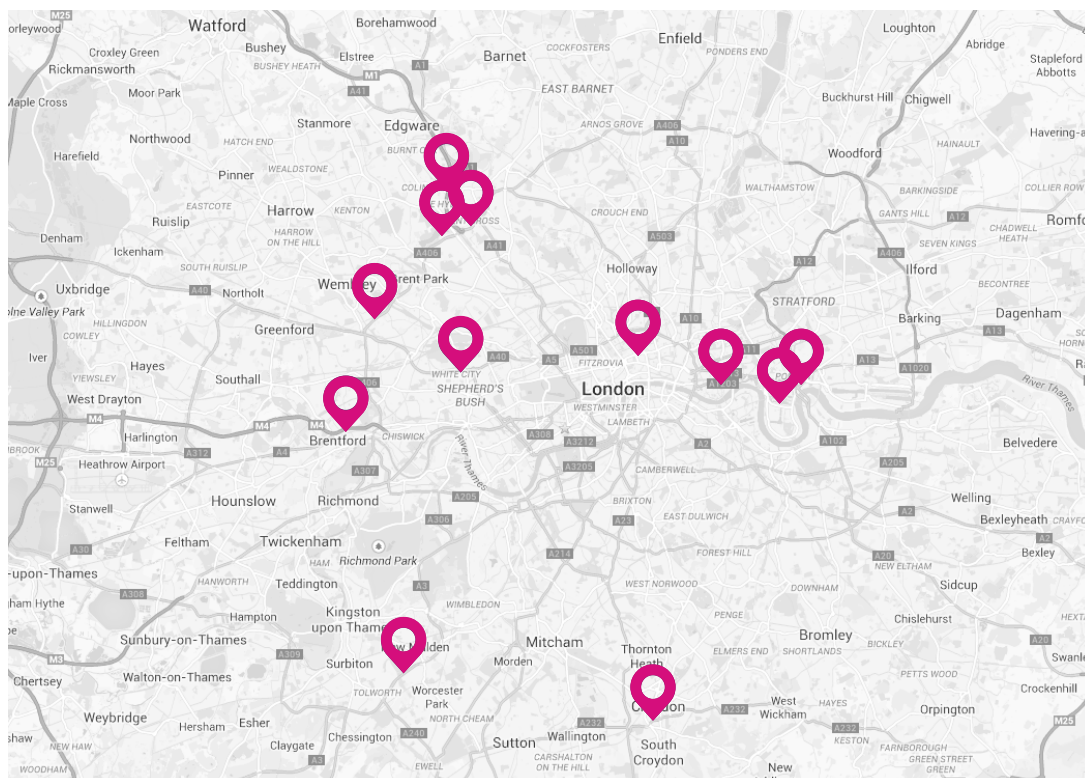




Backlight 96s

10.75 Million Fortnightly Impacts



Outdoor Plus' premium Backlight 96s are located on busy commuter routes and main arterial hotspots to deliver unavoidable and immediate communication. These sites are a must for brands looking to reach an upmarket audience and create a multiplier effect to TV by delivering the elusive light TV viewer, providing unique cover and message frequency. Research has highlighted how premium large format OOH can reflect brand stature, increasing the desirability of the product by 150%.

SPECIFICATION



TRANSFER METHODS



RESOLUTION
12220 X 3060 MM



FILE FORMATS
JPEG



SOFTWARE
PHOTOSHOP, ILLUSTRATOR,
QUARK, INDESIGN, FREEHAND,

FINISHING SPECIFICATIONS

Kader finishing all sides

FILE NAME

Please label file with relevant campaign name and panel name: BRANDNAME_96SHEET.file format

SUPPLYING ARTWORK

All Artwork will need to be sent by either Email (up to 6MB) to tmcguigan@outdoorplus.co.uk or via file transfer sites such as wetransfer.com

GENERAL NOTES

Please supply calibrated colour proof with your artwork. Please supply all files in CMYK format

CONTACT

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

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For all enquires please contact Tina McGuigan at tmcguigan@outdoorplus.co.uk