

Canary Wharf Curve

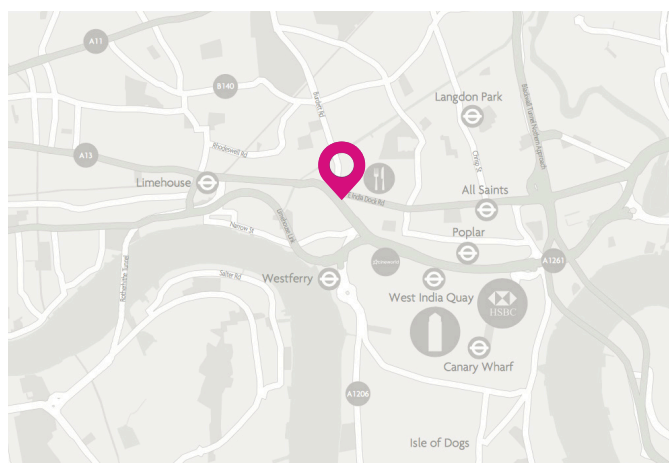
Tower Hamlets



The Canary Wharf Curve, located east of the City of London, has been transformed in to a state-of-the-art curved digital screen.

Situated on a busy London interchange and facing traffic heading eastbound in to Canary Wharf/Blackwall Tunnel, this screen delivers an audience of over 1.3 million every two weeks.

The area hosts the world headquarters of many global financial businesses, employing some of the highest paid workers in London including Barclays, Citigroup, Clifford Chance, Credit Suisse, Infosys, Fitch Ratings, HSBC, J.P. Morgan, KPMG, MetLife, Morgan Stanley, RBC, Skadden, State Street and Thomson Reuters. Savills, a top-end estate agency recommends that 'extreme luxury' and ultra-modern residential properties are to be found at Canary Riverside, West India Quay, Pan Peninsula and Neo Bankside.



SPECIFICATION



SPOT LENGTH
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
1200 X 280 PIXELS



FILE FORMAT
JPEG



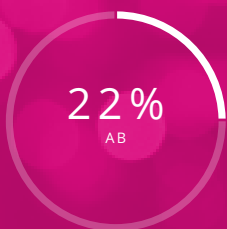
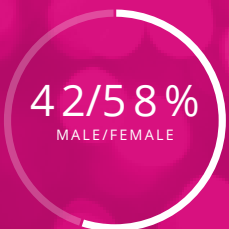
ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND DYNAMIC DIGITAL

DEMOGRAPHICS

FORTNIGHTLY IMPACTS 1,299,016



15%
ASPIRING
URBANITIES
(INDEX 239)

18%
EMERGING
INFLUENCERS
(INDEX 144)

58%
16-44
YEARS OLD

42%
YOUNG
ADULTS

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_CANARYWHARFCURVE.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