



# City of London

## Gateway

The City of London Gateway, located right in the heart of Aldgate and within the City's square mile is situated just prior to the junction onto Fenchurch Street and Leadenhall Street – the principle routes through the City of London. Landmarks include Liverpool Street station; the renowned Brick Lane; Spitalfields Market; Whitechapel Gallery & Shoreditch High Street is a 10 minute walk away.

The City of London Gateway, delivers an audience of over 770,000 every two weeks with a desirable AB bias accounting for 25% of the passing traffic plus a cross section of city workers – white collar to CEO UK & Multi-national. A “must have” for advertisers wanting to reach a highly affluent city audience.



### SPECIFICATION



**SPOT LENGTH**  
10 SECONDS



**LOOP LENGTH**  
50 SECONDS



**RESOLUTION**  
1088 X 288 PIXELS



**FILE FORMAT**  
JPEG



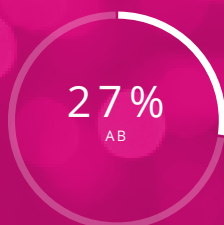
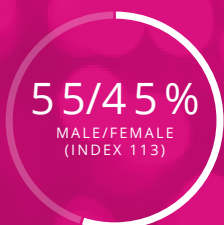
**ILLUMINATION**  
DIGITAL



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

### DEMOGRAPHICS

FORTNIGHTLY IMPACTS 770,092



24%  
HIGH INCOME  
(INDEX 191)

23%  
ASPIRING  
URBANITIES  
(INDEX 149)

23%  
EMERGING  
INFLUENCERS  
(INDEX 187)

10%  
MODERN  
FAMILIES  
(INDEX 91)

10%  
SYMBOLS OF  
SUCCESS  
(INDEX 104)

### 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\_CITYOFLONDONGATEWAYfile 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