



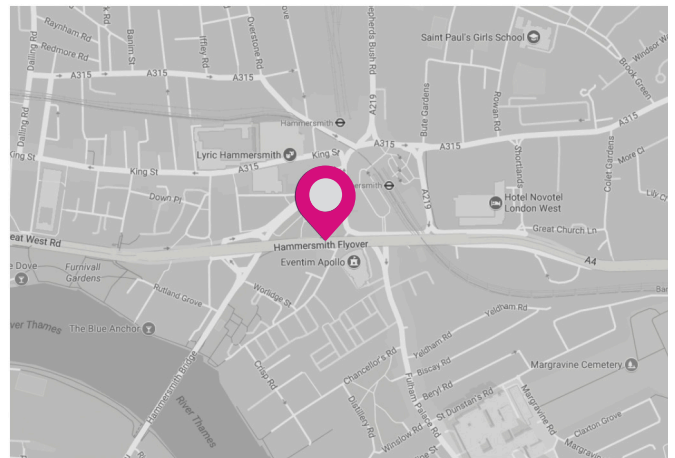
# Hammersmith Towers

Inbound W6 9PJ

Hammersmith Towers, one of the UK's best digital advertising opportunities, delivers OOH's biggest audience on the affluent west London Gateway to the A4/M4 corridor.

The A4/M4 connects central London to Heathrow Airport, the affluent suburbs of South West London and the home counties beyond. The Eastern end of the M4 corridor is also known as Silicon Valley and is home to a large number of technology companies. Portrait in format, this dynamic site is exceptional, reaching over 6.9m people every two weeks, from prestigious AB audiences to posh shoppers, from UK travelers to the most influential women in the country.

Rich with creative opportunity, this location offers brands the ability to execute two creatives simultaneously, allowing greater scope to push



## SPECIFICATION



**Spot Length**  
10 SECONDS



**LOOP LENGTH**  
50 SECONDS



**RESOLUTION**  
640 X 960 PIXELS



**FILE FORMAT**  
JPEG OR GIF



**ILLUMINATION**  
DIGITAL



**PRODUCTION**  
STATIC, LAYERED AND DYNAMIC DIGITAL

## DEMOGRAPHICS

FORTNIGHTLY IMPACTS

**6,900,000**

58%  
ABC1

33%  
AB

### 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\_HAMMERSMITHTOWERS.  
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