



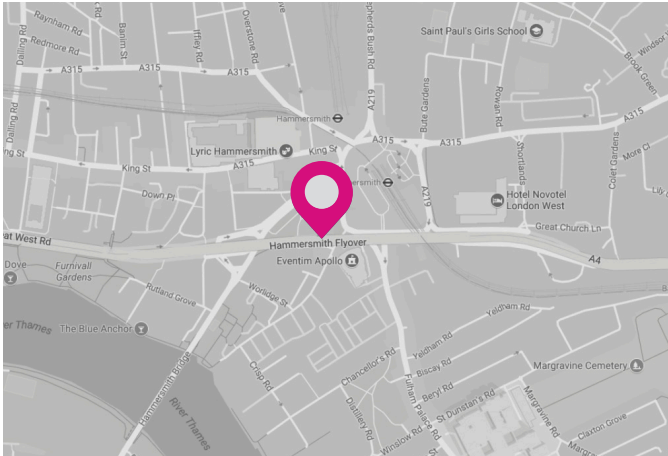
Hammersmith Towers

Outbound 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