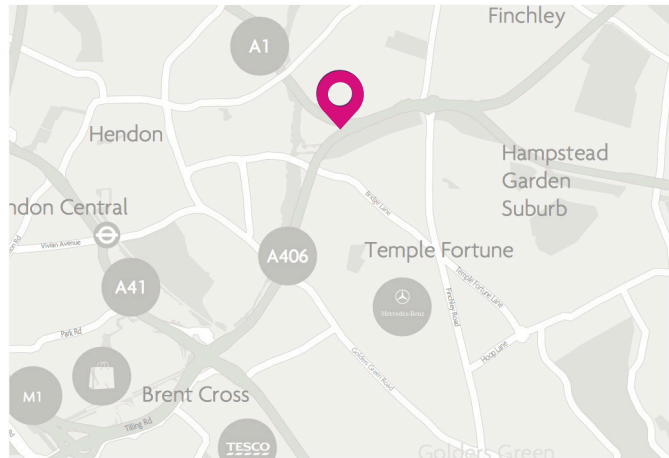


A1 & A406

Henlys Corner

Henlys Corner is where the A1 meets the North Circular and is a renowned London traffic hotspot. The architecturally designed digital screens run concurrently offering advertisers double the impact and a fortnightly audience of over 3.4 million impacts (with a 30% AB bias)

Henlys corner is head-on to six lanes of traffic at a key interchange connecting the A1 with the A406. The location is key for brands wanting to target those heading towards Brent Cross shopping centre and the affluent residents of Mill Hill and Finchley.



SPECIFICATION



SPOT LENGTH
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
1200 X 280 PIXELS



FILE FORMAT
JPEG



ILLUMINATION



PRODUCTION
STATIC, LAYERED AND DYNAMIC DIGITAL

DEMOGRAPHICS
FORTNIGHTLY IMPACTS 3,453,226 (COMBINED)

51/49%
MALE/FEMALE

30%
AB

59%
ABC1

14%
EMERGING INFLUENCERS (INDEX 114)

14%
ASPIRING URBANITIES (INDEX 89)

13%
MODERN FAMILIES (INDEX 129)

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_HENLYSCORNER.
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