



M1 Staples Corner

Barnet

M1 Staples Corner, known as a major traffic interchange, is the junction of the A5 with the North Circular and the start of the M1.

Situated in the heart of the junction, this screen provides brands with a solus opportunity to reach a desirable business and commuting audience of 1,359,346 million impacts every two weeks (with a 31% AB bias). A prime location, this iconic screen enables brands to target those travelling outbound from London to the affluent home counties of Hertfordshire and Buckinghamshire. Notable addresses nearby include Brent Cross



SPECIFICATION



SPOT LENGTH
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
480 x 720 PIXELS



FILE FORMAT
JPEG



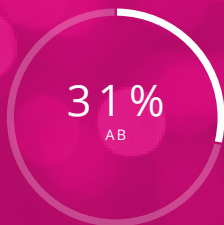
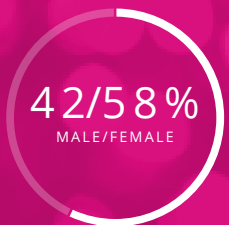
ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND DYNAMIC DIGITAL

DEMOGRAPHICS

FORTNIGHTLY IMPACTS 1,359,346



20%
HIGH INCOME
(INDEX 153)

29%
HIGH-MIDDLE
INCOME
(INDEX 119)

13%
EMERGING
INFLUENCERS
(INDEX 102)

14%
ASPIRING
URBANITIES
(INDEX 96)

14%
MODERN
FAMILIES
(INDEX 131)

10%
SYMBOLS OF
SUCCESS
(INDEX 131)

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_M1STAPLESCORNER.file format

DELIVERY OF ARTWORK

Email Digitalcreative@outdoorplus.co.uk (at least four working days prior to in-charge)

CONTACT