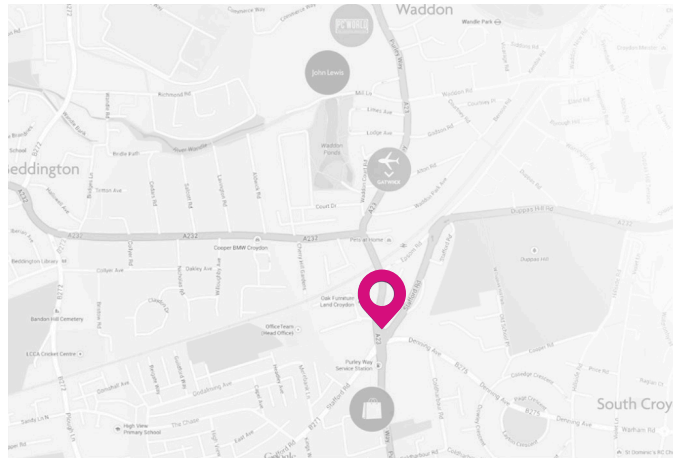


# Purley Way

## Fiveways

Purley Way, Fiveways is an Out of Home heritage location – a landmark site for over 25 years, transformed into an ultra-premium digital screen.

The first iconic digital site seen coming in to London from Gatwick airport, providing a key commuter audience, the Gatwick holidaymaker and affluent Surrey & Sussex County set. Purley Way, Fiveways is located at the start of the retail corridor where traffic converges from five separate roads & provides a perfect opportunity for those brands wanting to tap into a retail & business audience of 441,928 (with a



### SPECIFICATION



**SPOT LENGTH**  
10 SECONDS



**LOOP LENGTH**  
50 SECONDS



**RESOLUTION**  
1200 X 336 PIXELS



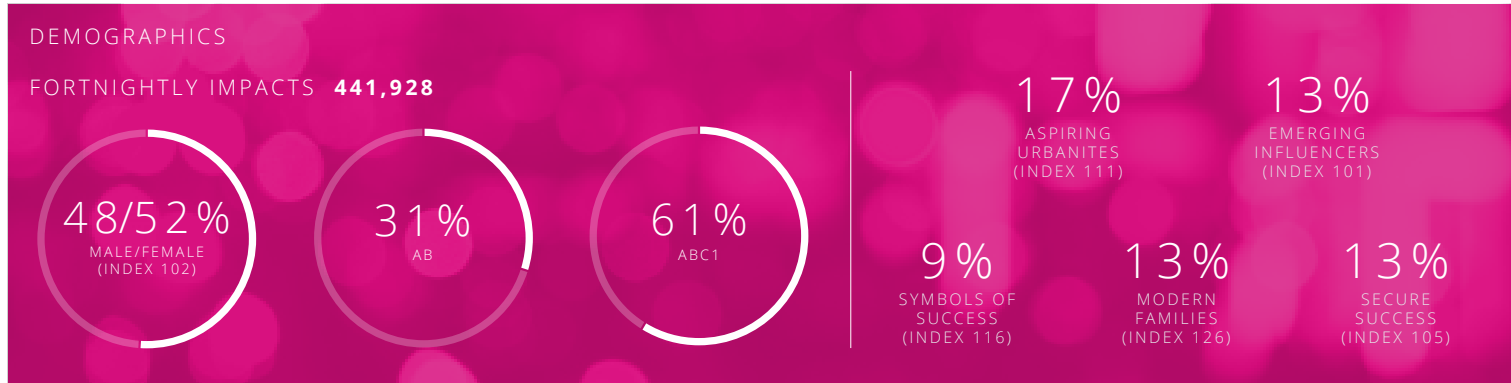
**FILE FORMAT**  
JPEG



**ILLUMINATION**  
DIGITAL



**PRODUCTION**  
STATIC, LAYERED AND DYNAMIC DIGITAL



**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\_PURLEYWAY.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