

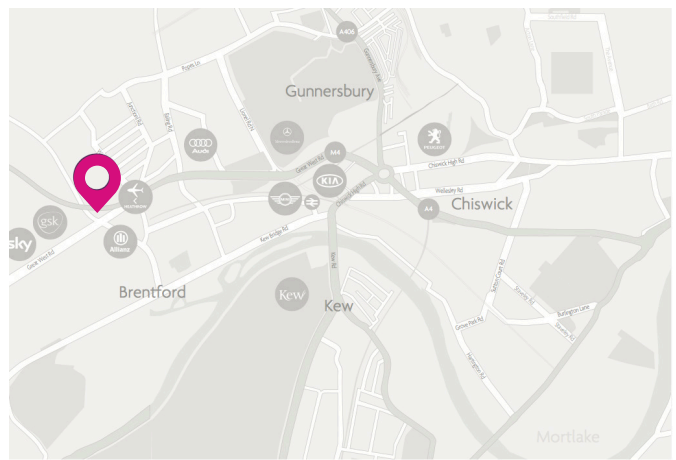


The Mille

M4 Inbound

Combining unrivalled impact with the flexibility and immediacy of digital advertising, Outdoor Plus' The Mille offers brands the ultimate opportunity to reach a high income business and commuter audience entering London.

Located on London's M4 elevated section, this screen provides a solus digital opportunity to brands and is the first advertising location of its kind to be seen by incoming London traffic. With a fortnightly vehicular audience figure of 1,260,000 million, The Mille delivers both on quantity and quality; with state-of-the-art technology and superb resolution aligned to an audience catchment drawn from the affluent



SPECIFICATION



SPOT LENGTH
30 SECONDS



LOOP LENGTH
90 SECONDS



RESOLUTION
312 x 469 PIXELS



FILE FORMAT
JPEG



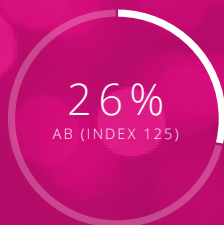
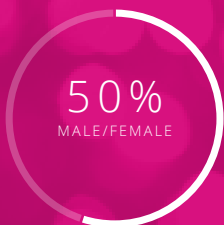
ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND DYNAMIC DIGITAL

DEMOGRAPHICS

FORTNIGHTLY IMPACTS **1,260,000**



18%
TOP QUINTILE INCOME
(INDEX 139)

11%
MODERN FAMILIES
(INDEX 107)

14%
ASPIRING URBANITIES
(INDEX 220)

8%
SYMBOLS OF SUCCESS
(INDEX 114)

11%
EMERGING INFLUENCERS
(INDEX 207)

14%
MODERN FAMILIES
(INDEX 130)

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: THEMILLE.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