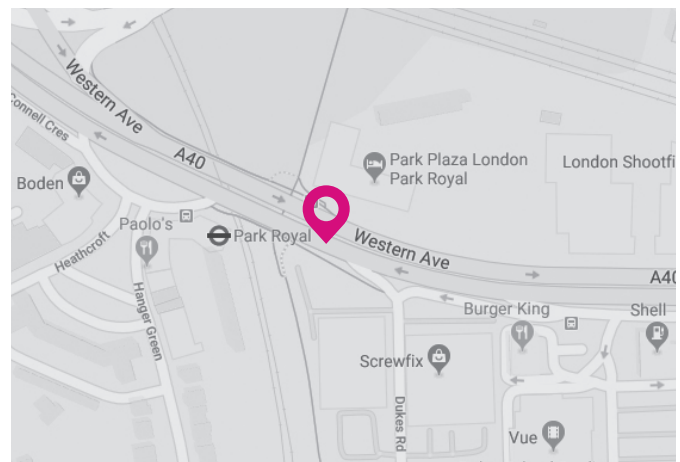




The Spire

Western Avenue, W3 0TA

The Spire, previously launched by Outdoor Plus in 2012, is now back and a welcome addition to our ever-growing iconic portrait portfolio. Located on the affluent A40 Western Avenue, this location offers advertisers access to a dedicated business & commuter audience, with a 60% ABC1 bias. With 2 screens located in & outbound, these screens target traffic heading from the affluent West London into Central London, delivering an impressive 1.98M fortnightly impacts.



SPECIFICATION



SPOT LENGTH
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
600 x 880 PIXELS



FILE FORMAT
JPEG, BMP OR GIF



ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND
DYNAMIC DIGITAL

DEMOGRAPHICS

1,980,000

FORTNIGHTLY IMPACTS

60%
ABC1

COLOUR MODE

RGB (true black = R0,G0,B0) - 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_THESPIRE.file format

FILE SIZE

If you do wish to export the artwork at a higher DPI than 72, some design software's tend to increase the pixel size. All copy supplied must maintain the pixel dimensions stated.

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