



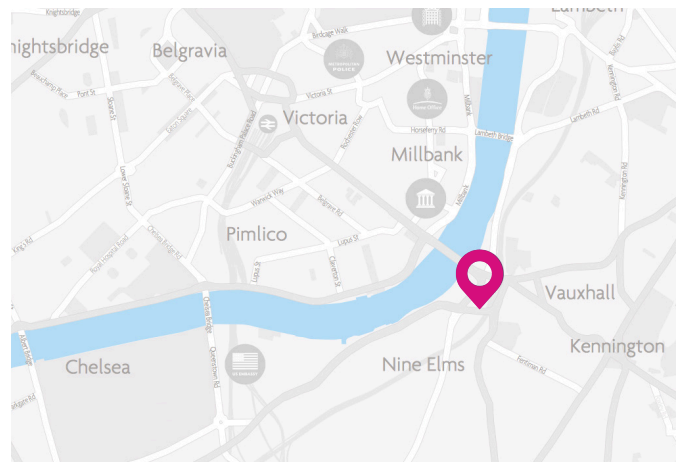
Vauxhall Cross

Bondway

Vauxhall Cross is an absolute must-have London location for any premium advertiser. Two state of the art screens, architecturally designed, provide brands with the ultimate landmark digital out of home location.

The Vauxhall Cross & Nine Elms area is under-going a major £15bn regeneration programme – including Battersea Power Station & the new US Embassy.

Six major routes converge at Vauxhall Cross, taking people to the City, Westminster, Central London & Mayfair ... essentially it is one of the key traffic hotspots in London and has always been a prime OOH location. This screen delivers 1,227,040 impacts (with a 31% AB bias) every two weeks.



SPECIFICATION



SPOT LENGTH
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
1152 X 288 PIXELS



FILE FORMAT
JPEG



ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND DYNAMIC DIGITAL

DEMOGRAPHICS

FORTNIGHTLY IMPACTS (COMBINED) 2,829,090

49/51%
MALE/FEMALE
(INDEX 113)

34%
AB

67%
ABC1

37%
HIGH INCOME
(INDEX 293)

21%
HIGH-MIDDLE
INCOME
(INDEX 84)

28%
ASPIRING
URBANITIES
(INDEX 183)

17%
SYMBOLS OF
SUCCESS
(INDEX 177)

19%
EMERGING
INFLUENCERS
(INDEX 154)

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: BRANDNAME_VAUXHALLCROSSBONDWAY.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