

# Wembley Approach

## Eastbound

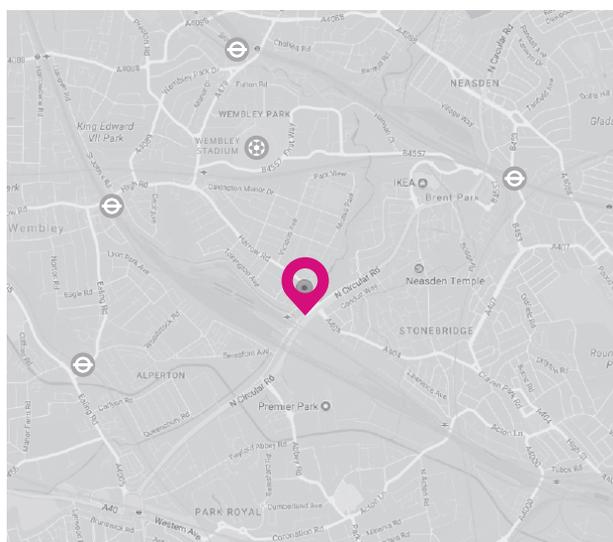
Located just 1.2 miles from Wembley Stadium, Wembley Approach has two high definition digital screens located East & Westbound on the A406. Known as a key commuter route linking the A40 Westway and the M1.

With 5 lanes of traffic either side, this location is a TFL traffic hotspot and delivers a fortnightly audience of over 960,000. It is less than a mile from the iconic Wembley Stadium and within 1.5 miles of London's largest IKEA superstore.

Both screens are situated in an area of true media scarcity, allowing brands the opportunity to really stand out and capture the attention of a unique & previously untapped London audience.

More on the location:

The A406 is a 25-mile-long ring road around central London. It runs from the affluent Borough of Richmond Upon Thames, in the west, through to the Royal Borough of Greenwich, in the East. The location is ideal for brands wanting to target Brent cross shoppers & any events taking place at Wembley stadium.



### SPECIFICATION



**SPOT LENGTH**  
10 SECONDS



**LOOP LENGTH**  
50 SECONDS



**SCREEN SIZE**  
1400 X 320px



**FILE FORMAT**  
JPEG



**ILLUMINATION**  
DIGITAL



**PRODUCTION**  
STATIC, LAYERED AND  
DYNAMIC DIGITAL

# FORTNIGHTLY IMPACTS

# 969,000

#### 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\_WEMBLEYWAY.file format

#### FILE SIZE

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

#### DELIVERY OF ARTWORK

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

#### CONTACT

For all enquires please contact: [marketing@outdoorplus.co.uk](mailto:marketing@outdoorplus.co.uk)