

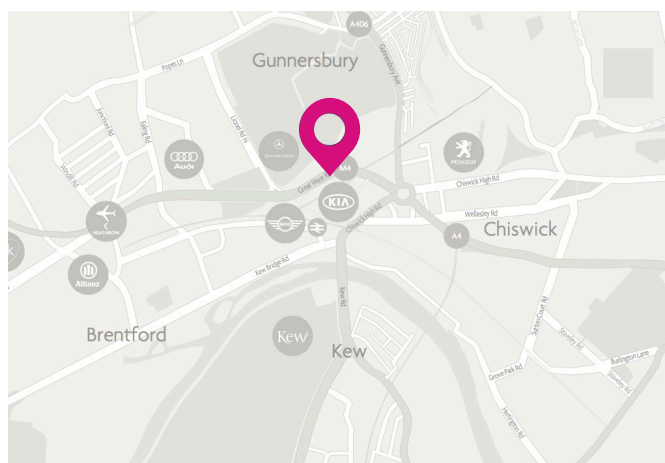


# M4 Beacon

## M4 Elevated

An iconic and exclusive site due to its premium and elevated location on the M4. This Digital screen faces head-on to traffic across four lanes and provides advertisers with an exceptional opportunity to target both Eastbound and Westbound audiences on two state of the art digital screens.

This is the largest double-sided digital screen on the M4 elevated section and offers long lines of visibility for both inbound and outbound traffic travelling into the Capital from Heathrow and the affluent regions to the West of London. The screen is sold for the sole



### SPECIFICATION



#### SPOT LENGTH

EXCLUSIVE USE OF ONLY ONE ADVERTISER



#### RESOLUTION

500 x 720 PIXELS



#### FILE FORMAT

JPEG OR GIF



#### ILLUMINATION

DIGITAL

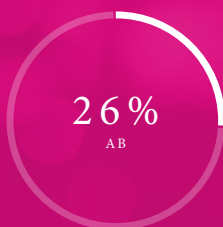
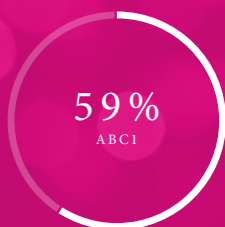


#### PRODUCTION

STATIC, LAYERED AND DYNAMIC DIGITAL

### DEMOGRAPHICS

FORTNIGHTLY IMPACTS 2,521,568



18%  
HIGH INCOME  
(INDEX 139)

11%  
EMERGING  
INFLUENCERS  
(INDEX 207)

14%  
ASPIRING  
URBANITIES  
(INDEX 220)

11%  
MODERN  
FAMILIES  
(INDEX 107)

8%  
SYMBOLS OF  
SUCCESS  
(INDEX 114)

### 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\_M4BEACON.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