

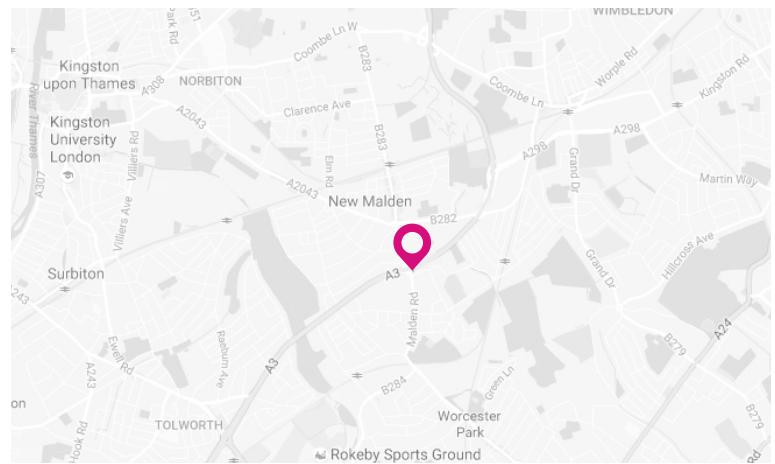


A3 Royal Kingston

Outbound

The A3 is a major road connecting London with the affluent South West. With two high definition screens facing head on to 3 lanes of traffic, these screens target both in and outbound traffic, delivering a combined fortnightly audience of over 2.5 million.

Noteworthy addresses nearby include; Richmond, Kingston & Wimbledon.



SPECIFICATION



SPOT LENGTH
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
1200 X 320 PIXELS



FILE FORMAT
JPEG



ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND
DYNAMIC DIGITAL

DEMOGRAPHICS

FORTNIGHTLY IMPACTS 2,580,000 (COMBINED)

72%
ABC1

47%
AB

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_A3ROYALKINGSTON.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