

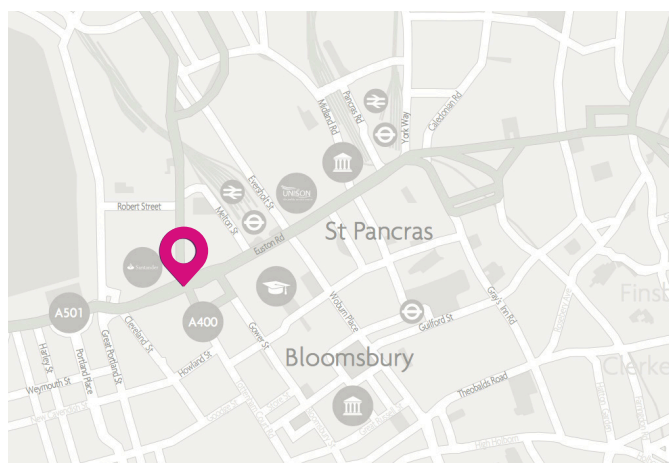
Euston Underpass

Eastbound

The Euston Road Underpass is situated on one of Europe's most heavily trafficked roads. This is the primary route for road users crossing Central London. This unique location provides brands with the opportunity to target both Eastbound and Westbound traffic on two state of the art digital screens.

The underpass is regulated by traffic speed control cameras to 30 mph on entry which ensures a long dwell time and the ultimate in head-on impact. This unrivalled digital location delivers 925,000 fortnightly impacts (with a 30% AB bias)

The Eastbound screen targets the audience travelling towards Kings Cross, Midtown and the City and is within close proximity to St Pancras International; the British Library and major headquarter buildings including Santander HQ.



SPECIFICATION



SPOT LENGTH
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
1024 X 288 PIXELS



FILE FORMAT
JPEG



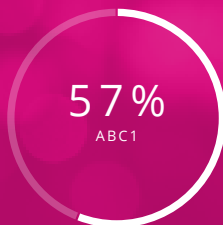
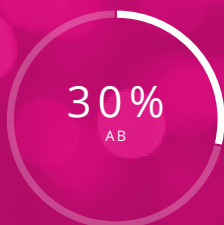
ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND DYNAMIC DIGITAL

DEMOGRAPHICS

FORTNIGHTLY IMPACTS 1,848,740 (COMBINED)



20%
HIGH INCOME
(INDEX 153)

25%
EMERGING
INFLUENCERS
(INDEX 202)

20%
ASPIRING
URBANITIES
(INDEX 131)

9%
SYMBOLS OF
SUCCESS
(INDEX 129)

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_EUSTONEASTBOUND.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