

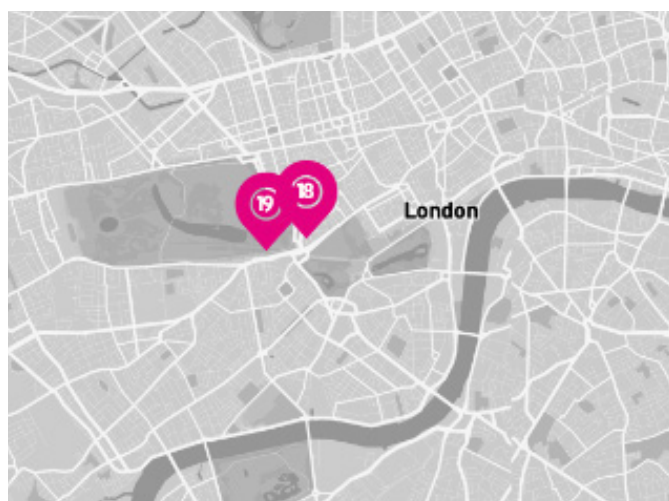


The One

Eastbound

Out-of-Home's most exclusive address & newest landmark. The One is a spectacular addition to Outdoor Plus' iconic digital portfolio. Located in an area rich in heritage & culture, this is a unique opportunity for advertisers wanting to reach the heart of London's Luxury Quarter and the global audience that both resides, shops & entertains there. The Luxury Quarter accounts for £4.9 billion spend per year, which is over 50% of London's total luxury market spend.

The One, eastbound targets traffic heading for London's West End and the heart of the Luxury Quarter – Mayfair, St James's, Piccadilly and New & Old Bond Street. An area synonymous with world-class luxury and leisure offering over fifty-three streets, four shopping arcades, eighteen 5-star hotels, several Michelin starred restaurants and seventy-eight royal warrants, which attracts a truly global and aspirational audience. The One offers advertisers the ultimate showcase in an area of London home to



SPECIFICATION



SPOT LENGTH
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
1440 X 288 PIXELS



FILE FORMAT
JPEG



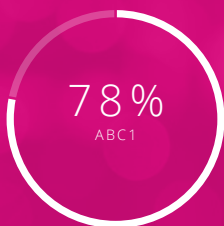
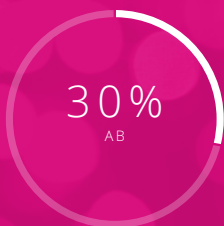
ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND
DYNAMIC DIGITAL

DEMOGRAPHICS

FORTNIGHTLY IMPACTS **1,230,000 (COMBINED)**



70%
MAYFAIR RESI-
DENTS EAT OUT
3-4 TIMES A WEEK

48%
ARE LOCAL
RESIDENTS

4.9 billion
SPEND PER YEAR IN
THE LUXURY QUARTER

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_THEONE.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