



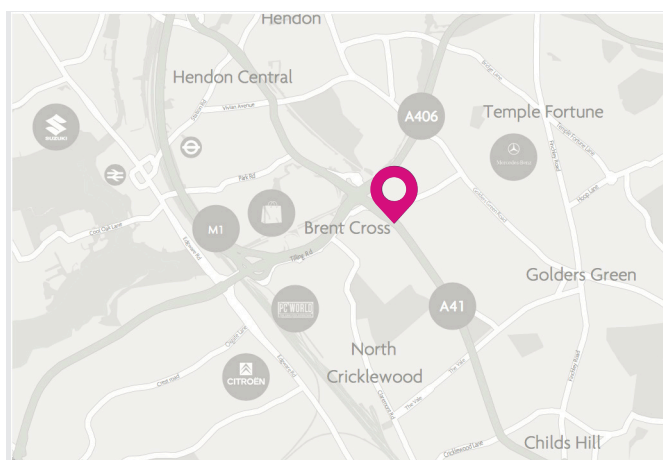
A41

Hendon Way

Northbound

A41 Hendon Way, is situated at a key point on one of London's busiest arterial roads. Located just by a major arterial junction, which connects London's commuter belt, the A406 with the A41 and Brent Cross shopping centre slip road.

Its solus location, combined with the length and angle of view can be seen from over half a kilometre away. Targeting a large percentage of the AB audience that reside in the surrounding affluent Hampstead garden suburbs and Golders Green, this screen delivers an audience of over 550,000 every two weeks.



SPECIFICATION



**SPOT LENGTH**  
10 SECONDS



**LOOP LENGTH**  
50 SECONDS



**RESOLUTION**  
1200 X 280 PIXELS



**FILE FORMAT**  
JPEG



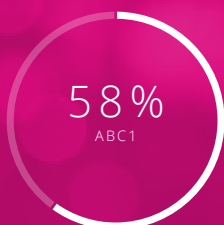
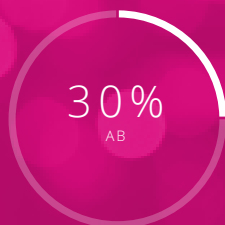
**ILLUMINATION**  
DIGITAL



**PRODUCTION**  
STATIC, LAYERED AND DYNAMIC DIGITAL

DEMOGRAPHICS

FORTNIGHTLY IMPACTS **552,060**



20%  
HIGH INCOME  
(INDEX 160)

12%  
ASPIRING  
URBANITIES  
(INDEX 193)

12%  
EMERGING  
INFLUENCERS  
(INDEX 241)

14%  
MODERN  
FAMILIES  
(INDEX 130)

9%  
SYMBOLS OF  
SUCCESS  
(INDEX 126)

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\_A41HENDONWAY.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 (at least four working days prior to in-charge)

CONTACT

For all enquires please contact: marketing@outdoorplus.co.uk