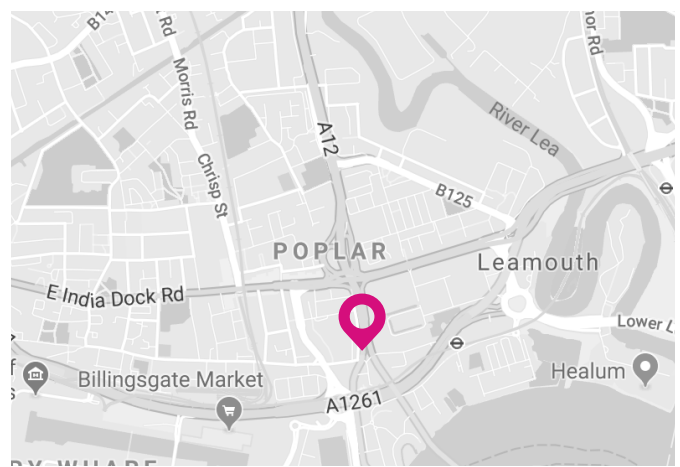




Canary Wharf Approach

East India Dock Road

Canary Wharf Approach is a premium digital 96 sheet situated near Blackwall Tunnel on the busy A13 East India Dock Road. Facing 3 lanes of slow-moving traffic, just before the busy interchange to the Blackwall Tunnel, it provides the opportunity to target people travelling towards the O2, Canary Wharf or Central London from the East of the City.



SPECIFICATION



SPOT LENGTH
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
1200 X 280 PIXELS



FILE FORMAT
JPEG

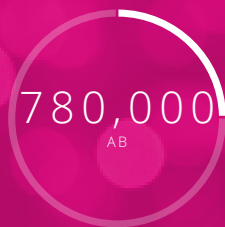


ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND DYNAMIC DIGITAL

DEMOGRAPHICS



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_ CANARYWHARFAPPROACH.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