

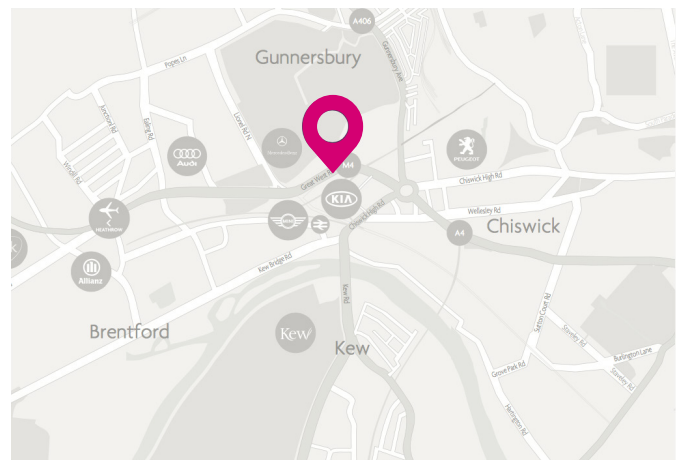


M4 Beacon

M4 Elevated

An iconic and exclusive site due to its premium and elevated location on the M4. This Digital screen faces head-on to traffic across four lanes and provides advertisers with an exceptional opportunity to target both Eastbound and Westbound audiences on two state of the art digital screens.

This is the largest double-sided digital screen on the M4 elevated section and offers long lines of visibility for both inbound and outbound traffic travelling into the Capital from Heathrow and the affluent regions to the West of London. The screen is sold for the sole



SPECIFICATION



SPOT LENGTH
EXCLUSIVE USE OF ONLY ONE ADVERTISER



RESOLUTION
500 x 720 PIXELS



FILE FORMAT
JPEG OR GIF



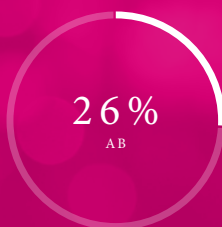
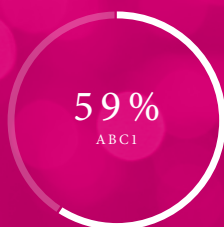
ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND DYNAMIC DIGITAL

DEMOGRAPHICS

FORTNIGHTLY IMPACTS 2,521,568



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_M4BEACON.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