



# A40 Western Avenue

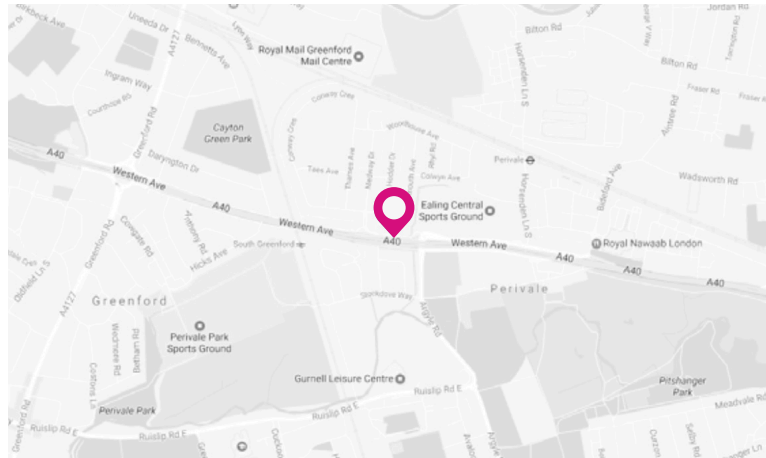
# Argyle Road

# Westbound UB6 8TA

Two state of the art digital screens located East and Westbound on one of the main arterial routes heading in and out of London, the A40.

Dominated by three lanes of traffic with two slip roads either side, this unique location offers advertisers access to an affluent business and commuter audience of over 2.7M every fortnight.

The Westbound screens targets audiences travelling from Hanger Lane connecting the M25 & also the M4 to Birmingham.



## SPECIFICATION



**SPOT LENGTH**  
10 SECONDS



**LOOP LENGTH**  
50 SECONDS



**RESOLUTION**  
1400 X 320 PIXELS  
72 DPI ONLY



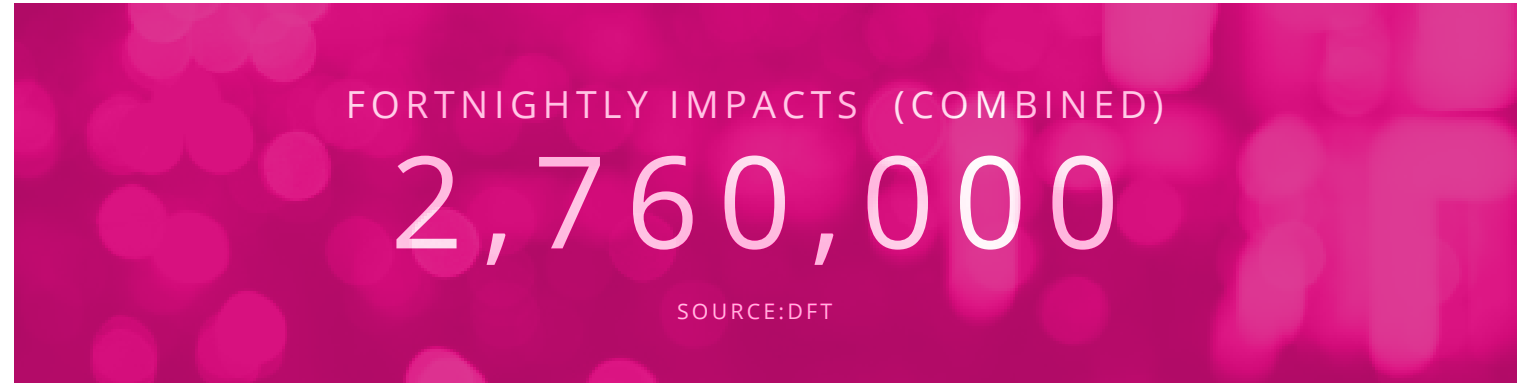
**FILE FORMAT**  
JPEG



**ILLUMINATION**  
DIGITAL



**PRODUCTION**  
STATIC AND DYNAMIC  
DIGITAL



**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\_A40WESTERNAVWEST.file format

**FILE SIZE**  
If you do wish to export the artwork at a higher DPI than 72, some design software's 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