



East India Dock Road

East India Dock road our premium digital 96 sheet situated on the A13 a major key arterial junction facing 5 lanes of head-on traffic.

Perfectly situated to target both audiences heading into the City on the A12, as well as traffic heading towards Canary Wharf and the O2, offering an opportunity to target the financial district and concert goers to the O2 arena.



SPECIFICATION



SPOT LENGTH
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
1200 X 280 PIXELS



FILE FORMAT
JPEG



ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED,
DYNAMIC DIGITAL

DEMOGRAPHICS

FORTNIGHTLY IMPACTS 2.4M

*TOTAL FORTNIGHTLY IMPACTS BASED UPON 100% SOV

63/37%

MALE/FEMALE
(INDEX 113)

26%

AB

55%

ABC1

299 INDEX

BRIGHT FUTURES

159 INDEX

THIRTY SOMETHINGS

130 INDEX

EARLY ACHIEVERS

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_EASTINDIADOCKROAD 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