

Lookers Towers

Situated on the A40 as traffic approaches the Hanger Lane roundabout from the East or West, the Lookers Towers are back to back premium digital screens. Perfectly situated to target the slow moving traffic heading East and Westbound on the A40, a major London arterial road, with a very high volume of traffic.

Facing head on to 3 lanes of traffic and situated close to the Tesla garage and the numerous other car showrooms in the area.

Close to Park Royal underground station and within proximity to a major retail and leisure park, perfect for reaching an affluent West London audience.



SPECIFICATION



SPOT LENGTH
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
480 X 720 PIXELS



FILE FORMAT
JPEG



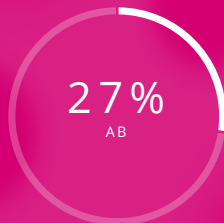
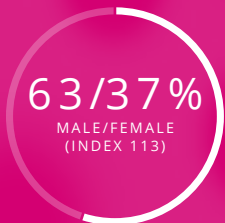
ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED,
DYNAMIC DIGITAL

DEMOGRAPHICS

FORTNIGHTLY IMPACTS 2M
*TOTAL FORTNIGHTLY IMPACTS BASED UPON 100% SOV



356 (INDEX)
PLAN ON GETTING MARRIED
IN THE NEXT 12 MONTHS



215 (INDEX)
PLAN ON TAKING OUT A
MORTGAGE IN THE NEXT 12
MONTHS



168 (INDEX)
PLAN ON CONSOLIDATING
DEBTS IN THE NEXT 12 MONTHS

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_LOOKERSTOWERS 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