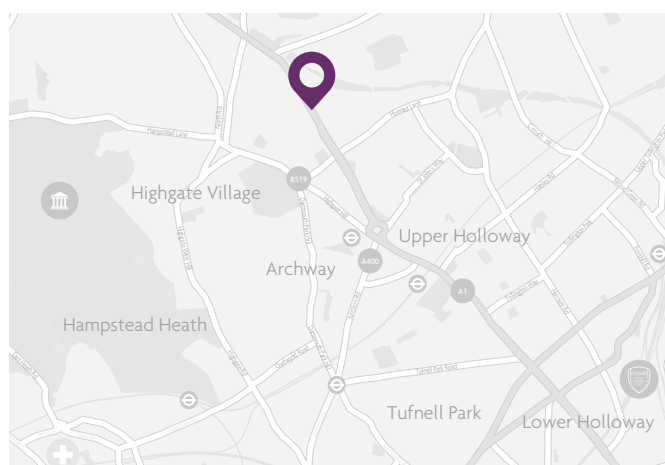


A1 ARCHWAY

HIGHGATE

Located within the affluent area of Highgate & Hampstead, the A1 Archway enjoys an unrivalled elevated position, head-on to queueing traffic where three lanes converge into one. This high specification large format digital screen targets business commuters and also reaches a wealthy residential audience drawn from the surrounding boroughs of Hampstead, Highgate and Muswell Hill.

Known for its intellectual, liberal, artistic, musical and literary associations, this area has some of the most expensive housing in London. The nearby village of Hampstead has more millionaires within its boundaries than any other area of the UK. The largest employer in the area is the Royal Free Hospital. The A1 Archway delivers 307,974 impacts every two weeks (with a 40% AB bias).



SPECIFICATION



SLOT DURATION
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
1200 X 336 PIXELS



FILE FORMAT
JPEG



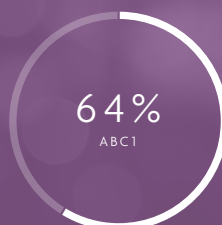
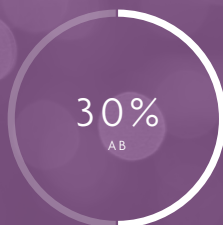
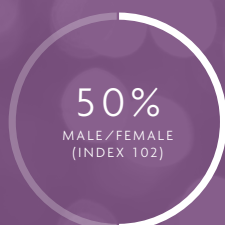
ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND
DYNAMIC DIGITAL

DEMOGRAPHICS

FORTNIGHTLY IMPACTS **307,974**



33%
HIGH INCOME
(INDEX 261)

18%
ASPIRING
URBANITIES
(INDEX 120)

27%
HIGH-MIDDLE
INCOME
(INDEX 112)

14%
MODERN
FAMILIES
(INDEX 130)

14%
EMERGING
INFLUENCERS
(INDEX 115)

15%
SYMBOLS OF
SUCCESS
(INDEX 164)

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_Archway.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