

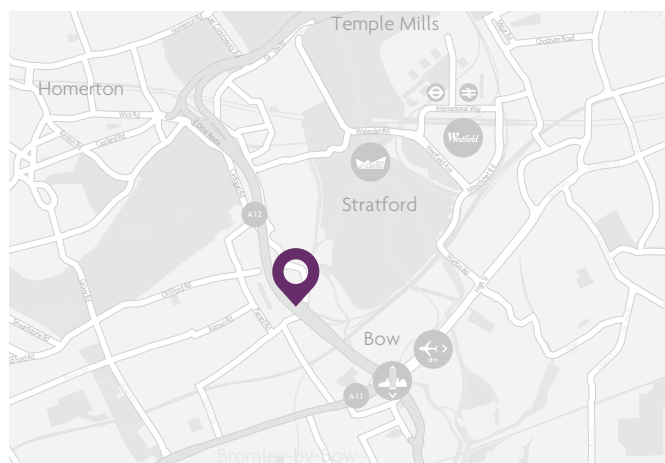


A12

EAST CROSS ROUTE

The A12 East Cross Route is located on one of the main arterials out of Canary Wharf and the City of London. This state of the art digital screen is elevated head-on to traffic on the Blackwall Tunnel Northern Approach and simply cannot be missed. The location is key in that it connects the North & South Circular.

Located at a major traffic hotspot & near the Queen Elizabeth Olympic Park, this screen delivers huge impact & dwell time to a captive residential, business and commuter audience. The A12 East Cross Route delivers an audience of 1,257,486 (with a 26% AB bias) every two weeks.



SPECIFICATION



SLOT DURATION
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
1216 X 288 PIXELS



FILE FORMAT
JPEG



ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND
DYNAMIC DIGITAL

DEMOGRAPHICS

FORTNIGHTLY IMPACTS **1,257,486**

49/51%
MALE/FEMALE
(INDEX 102)

26%
AB

50%
ABC1

33%
HIGH-MIDDLE
INCOME
(INDEX 135)

15%
EMERGING
INFLUENCERS
(INDEX 120)

17%
ASPIRING
URBANITES
(INDEX 145)

10%
SECURE
SUCCESS
(INDEX 82)

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_A12EASTCROSS**.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