

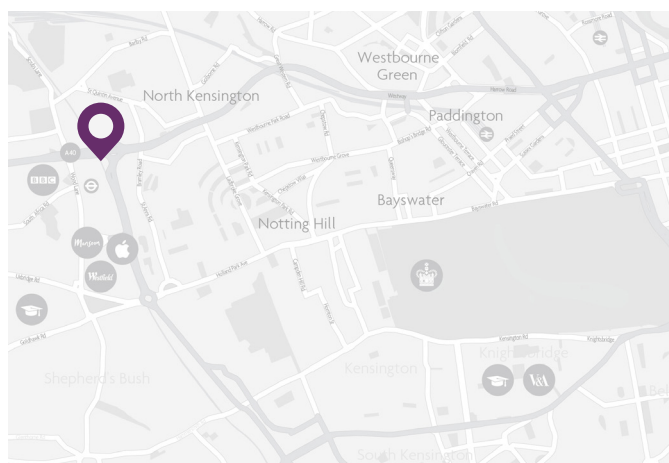


A40

WESTWAY

The A40 Westway is the affluent corridor between the centre of London and the home counties of Oxfordshire and Buckinghamshire. Located on the last elevated section of the A40, this solus landscape display delivers unmissable impact to an audience of 1,328,334 (with a 29% AB bias) London commuters and business travellers every 2 weeks.

With its striking architecture and immediate proximity to Westfield Shopping Centre and the BBC media hub, this screen provides an ultra-premium and high impact communication opportunity for brands looking to stand out.



SPECIFICATION



SLOT DURATION
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
1152 X 288 PIXELS



FILE FORMAT
JPEG



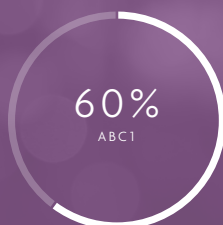
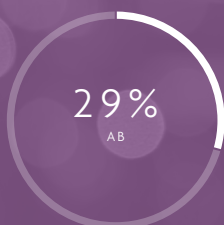
ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED,
DYNAMIC DIGITAL AND
SUBTLE MOTION –
H264 .mov OR H264 .mp4

DEMOGRAPHICS

FORTNIGHTLY IMPACTS **1,328,334**



22%
HIGH INCOME
(INDEX 173)

40%
HIGH-MIDDLE
INCOME
(INDEX 163)

18%
ASPIRING
URBANITIES
(INDEX 118)

11%
SYMBOLS OF
SUCCESS
(INDEX 118)

20%
EMERGING
INFLUENCERS
(INDEX 161)

24%
MODERN
FAMILIES
(INDEX 181)

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_A40WESTWAY.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