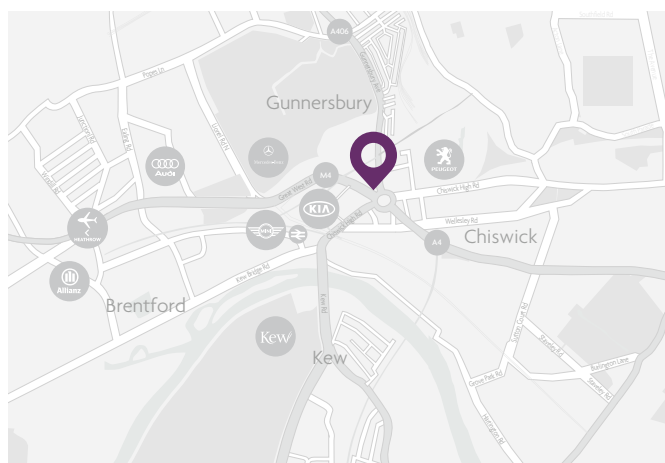


CHISWICK

ROUNABOUT

Chiswick Roundabout is one of the busiest junctions in London. Six roads start or converge at the Chiswick Roundabout including the North Circular, the M4 Chiswick flyover and the A4.

Two state of the art screens deliver large volumes of vehicular traffic comprising business & commuter audiences, Heathrow travellers and an affluent residential audience drawn from Chiswick & Kew. The world's largest Audi Centre – West London Audi is on the Great West Road, along with several other premium car dealerships: Mercedes, BMW, Mini, VW and Peugeot. The two screens deliver over 5,369,568 impacts per two weeks.



SPECIFICATION



SLOT DURATION
20 SECONDS



LOOP LENGTH
100 SECONDS



RESOLUTION
1392 x 336 PIXELS



FILE FORMAT
JPEG



ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND
DYNAMIC DIGITAL

DEMOGRAPHICS

FORTNIGHTLY IMPACTS **5,369,568** (COMBINED)

49/51%
MALE/FEMALE

32%
AB

67%
ABC1

34%
HIGH INCOME
(INDEX 151)

28%
HIGH-MIDDLE
INCOME
(INDEX 114)

15%
EMERGING
INFLUENCERS
(INDEX 124)

26%
ASPIRING
URBANITIES
(INDEX 168)

10%
MODERN
FAMILIES
(INDEX 99)

17%
SYMBOLS OF
SUCCESS
(INDEX 186)

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_CHISWICKROUNABOUT.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