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EUSTON UNDERPASS

EASTBOUND

The Euston Road Underpass is situated on one of Europe's most heavily trafficked roads. This is the primary route for road users crossing Central London. This unique location provides brands with the opportunity to target both Eastbound and Westbound traffic on two state of the art digital screens.

The underpass is regulated by traffic speed control cameras to 30 mph on entry which ensures a long dwell time and the ultimate in head-on impact. This unrivalled digital location delivers 925,000 fortnightly impacts (with a 30% AB bias)

The Eastbound screen targets the audience travelling towards Kings Cross, Midtown and the City and is within close proximity to St Pancras International; the British Library and major headquarter buildings including Santander HQ.



SPECIFICATION



SLOT DURATION
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
1024 X 288 PIXELS



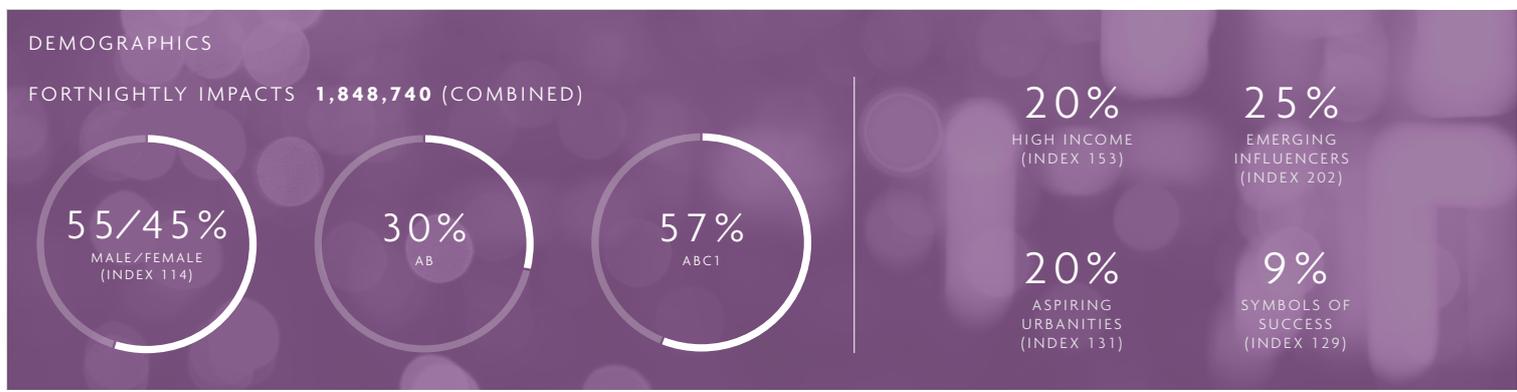
FILE FORMAT
JPEG



ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND DYNAMIC DIGITAL



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_EUSTONEASTBOUND.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