



# EUSTON UNDERPASS

## WESTBOUND

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 over 925,000 fortnightly impacts (with a 30% AB bias) The Westbound screen targets the audience travelling towards Paddington, the West End, Heathrow and the affluent home counties of Oxfordshire & Buckinghamshire and is within close proximity to headquarter buildings including Visa Europe at Paddington Central.



### SPECIFICATION



**SLOT DURATION**  
10 SECONDS



**LOOP LENGTH**  
50 SECONDS



**RESOLUTION**  
1024 X 288 PIXELS



**FILE FORMAT**  
JPEG



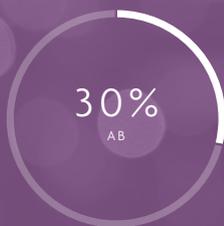
**ILLUMINATION**  
DIGITAL



**PRODUCTION**  
STATIC, LAYERED AND  
DYNAMIC DIGITAL

### DEMOGRAPHICS

FORTNIGHTLY IMPACTS **1,848,740** (COMBINED)



**20%**  
HIGH INCOME  
(INDEX 153)

**25%**  
EMERGING  
INFLUENCERS  
(INDEX 202)

**20%**  
ASPIRING  
URBANITIES  
(INDEX 131)

**9%**  
SYMBOLS OF  
SUCCESS  
(INDEX 129)

### 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\_EUSTONWESTBOUND.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