

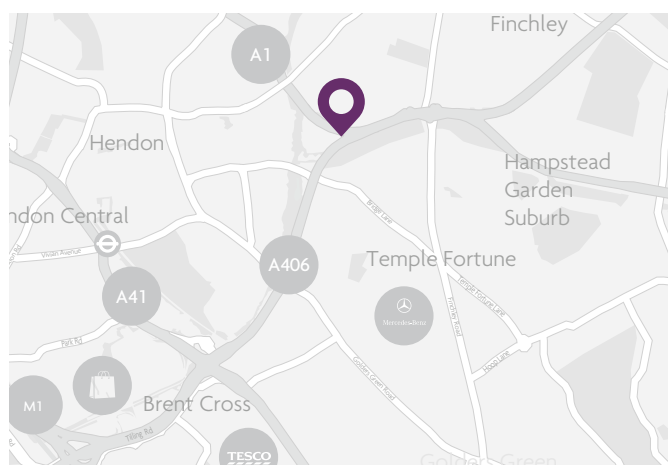


# A1 & A406

## HENLYS CORNER

Henlys Corner is where the A1 meets the North Circular and is a renowned London traffic hotspot. The architecturally designed digital screens run concurrently offering advertisers double the impact and a fortnightly audience of over 3.4 million impacts ( with a 30% AB bias)

Henlys corner is head-on to six lanes of traffic at a key interchange connecting the A1 with the A406. The location is key for brands wanting to target those heading towards Brent Cross shopping centre and the affluent residents of Mill Hill and Finchley.



### SPECIFICATION



**SLOT DURATION**  
10 SECONDS



**LOOP LENGTH**  
50 SECONDS



**RESOLUTION**  
1200 X 280 PIXELS



**FILE FORMAT**  
JPEG



**ILLUMINATION**  
DIGITAL



**PRODUCTION**  
STATIC, LAYERED AND  
DYNAMIC DIGITAL

### DEMOGRAPHICS

FORTNIGHTLY IMPACTS **3,453,226** (COMBINED)

**51/49%**  
MALE/FEMALE

**30%**  
AB

**59%**  
ABC1

**14%**  
EMERGING  
INFLUENCERS  
(INDEX 114)

**14%**  
ASPIRING  
URBANITIES  
(INDEX 89)

**13%**  
MODERN  
FAMILIES  
(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\_HENLYSCORNER.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