

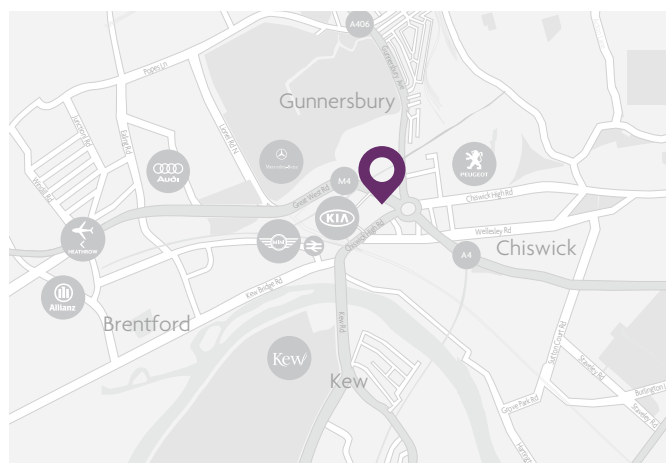


M4 LONDON GATEWAY

CHISWICK

The only landscape digital opportunity on the M4 elevated section. This state of the art high resolution digital screen can be seen by traffic travelling inbound to the capital from Heathrow and the affluent regions to the West of London.

Delivering a fortnightly audience of 1.2 million (with a 33% AB bias) this screen allows brands to stand out through elevated impact and stature on one of the busiest roads in to London.



SPECIFICATION



SLOT DURATION
30 SECONDS



LOOP LENGTH
150 SECONDS



RESOLUTION
1160 X 280 PIXELS



FILE FORMAT
JPEG



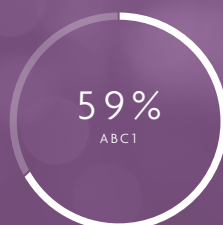
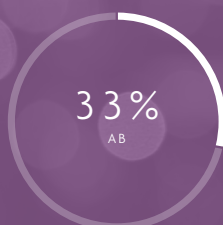
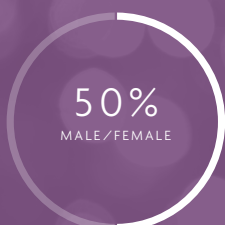
ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND
DYNAMIC DIGITAL

DEMOGRAPHICS

FORTNIGHTLY IMPACTS **1,234,704**



18%
HIGH INCOME
(INDEX 139)

14%
ASPIRING
URBANITIES
(INDEX 220)

28%
HIGH-MIDDLE
INCOME
(INDEX 115)

11%
MODERN
FAMILIES
(INDEX 107)

11%
EMERGING
INFLUENCERS
(INDEX 207)

8%
SYMBOLS OF
SUCCESS
(INDEX 114)

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_M4LONDONGATEWAY.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