



A2, SUN IN THE SANDS

NORTHBOUND

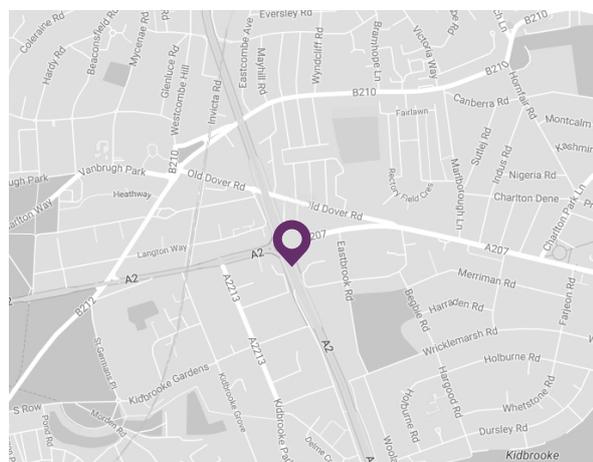
Located in the Affluent area of Black Heath, A2 Sun in Sands has two high definition digital screens located north and southbound on the A2. With three lanes of traffic either side, this location is a TFL traffic hotspot, delivering a fortnightly audience of over 1.9 million.

With no other advertising within a 2-mile radius, these screens dominate their surroundings and deliver a unique and untapped audience.

The Northbound screen targets audiences travelling in to London from Kent or those joining from the M25.

The Southbound screen targets audiences travelling out of London to home counties such as Kent, Surrey & Sussex

Noteworthy areas nearby include; Greenwich The O2, London City Airport, Stratford Westfield & Blackwall Tunnel



SPECIFICATION



SLOT DURATION
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
1200 X 320 PIXELS



FILE FORMAT
JPEG



ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND
DYNAMIC DIGITAL

FORTNIGHTLY IMPACTS
1,900,000 (COMBINED)

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_SUNINTHESANDS.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