

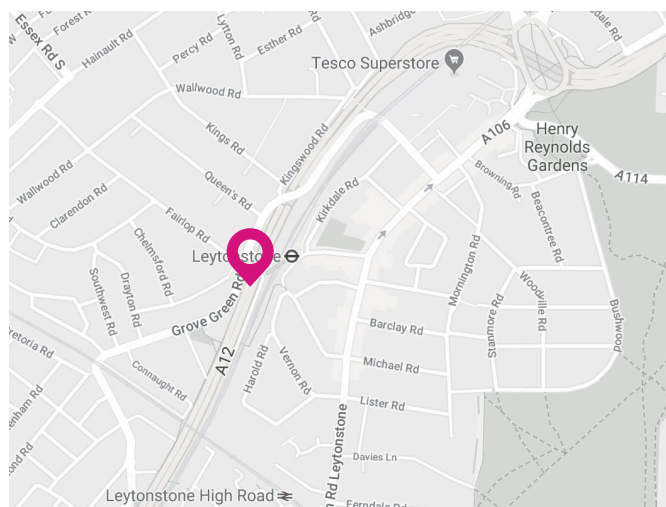


# A12 Olympic Park

## Inbound

The A12 Olympic Park is located in East London close to the Queen Elizabeth Olympic Park and Westfield Shopping Centre. This state of the art digital screen is elevated head-on to 3 lanes of traffic heading out of Canary Wharf and the City of London. The location is ideal for brands wanting to target London commuters travelling from the East, Westfield shoppers or the many events taking place at the Olympic Stadium.

East London is the fastest-growing area of the Capital helped by the regeneration following the 2012 Olympic and Paralympic games and has seen a significant increase in the population with more than 2 million people living in the area. It has seen new neighbourhoods, business parks and cultural areas built to transform this area of London into a key destination for culture, sport, business and education.



## SPECIFICATION



**SLOT DURATION**  
10 SECONDS



**LOOP LENGTH**  
50 SECONDS



**RESOLUTION**  
1400 X 320 PIXELS



**FILE FORMAT**  
JPEG



**ILLUMINATION**  
DIGITAL



**PRODUCTION**  
STATIC, LAYERED AND  
DYNAMIC DIGITAL

## DEMOGRAPHICS

FORTNIGHTLY IMPACTS 1,924,000 (COMBINED)

**49/51%**  
MALE/FEMALE  
(INDEX 102)

**26%**  
AB

**50%**  
ABC1

**33%**  
HIGH-MIDDLE  
INCOME  
(INDEX 135)

**15%**  
EMERGING  
INFLUENCERS  
(INDEX 120)

**17%**  
ASPIRING  
URBANITES  
(INDEX 145)

**10%**  
SECURE  
SUCCESS  
(INDEX 82)

## 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\_A12\_OLYMPIC\_PARK.file format

## FILE SIZE

If you do wish to export the artwork at a higher DPI than 72, some design softwares tend to increase the pixel size. All copy supplied must maintain the pixel dimension stated.

## 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