

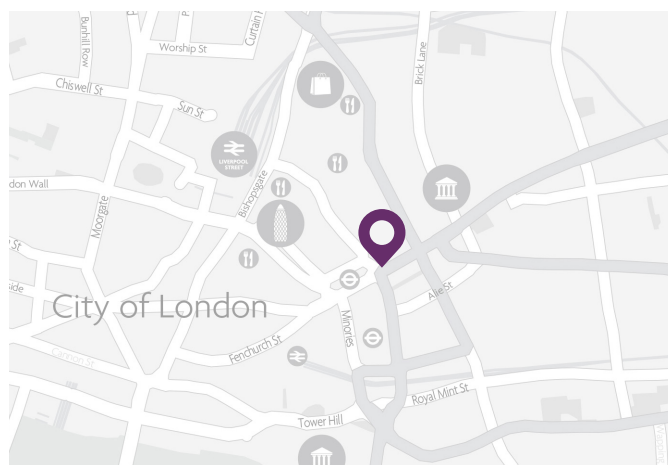


CITY OF LONDON

GATEWAY

The City of London Gateway, located right in the heart of Aldgate and within the City's square mile is situated just prior to the junction onto Fenchurch Street and Leadenhall Street – the principle routes through the City of London. Landmarks include Liverpool Street station; the renowned Brick Lane; Spitalfields Market; Whitechapel Gallery & Shoreditch High Street is a 10 minute walk away.

The City of London Gateway, delivers an audience of over 770,000 every two weeks with a desirable AB bias accounting for 25% of the passing traffic plus a cross section of city workers – white collar to CEO UK & Multi-national. A “must have” for advertisers wanting to reach a highly affluent city audience.



SPECIFICATION



SLOT DURATION
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
1088 X 288 PIXELS



FILE FORMAT
JPEG



ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED,
DYNAMIC DIGITAL AND
SUBTLE MOTION –
H264 .mov OR H264 .mp4

DEMOGRAPHICS

FORTNIGHTLY IMPACTS **770,092**

55/45%
MALE/FEMALE
(INDEX 113)

27%
AB

59%
ABC1

24%
HIGH INCOME
(INDEX 191)

23%
ASPIRING
URBANITIES
(INDEX 149)

23%
EMERGING
INFLUENCERS
(INDEX 187)

10%
MODERN
FAMILIES
(INDEX 91)

10%
SYMBOLS OF
SUCCESS
(INDEX 104)

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_CITYOFLONDONGATEWAYfile
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