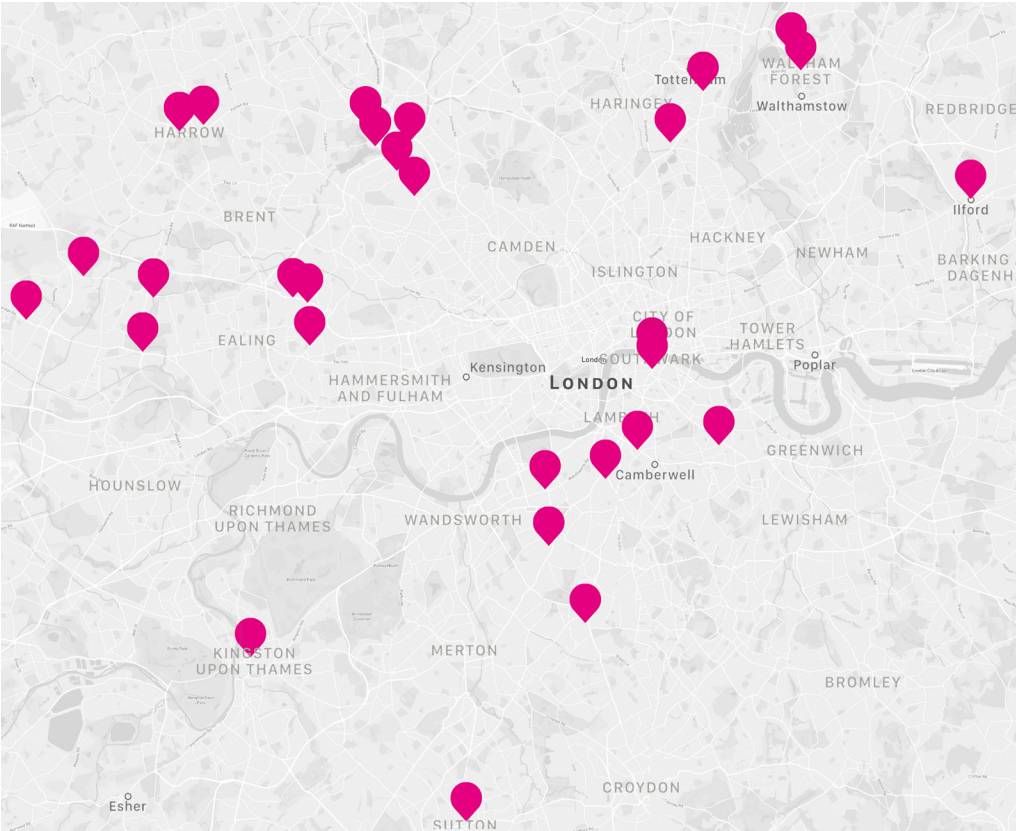




DIGITAL 48S

13 MILLION IMPACTS



Located in urban areas across London, our portfolio of digital 48s deliver unavoidable and immediate communication. Ideal for driving awareness, digital 48s amplify and compliment other media as part of a wider broadcast campaign.

- IMPACTS: 13 MILLION
- LOCAL COVER: 25%
- REACH: 3 MILLION
(100% SHARE OF VOICE)

- KEY LOCATIONS
- A40 WESTERN AVENUE
 - SOUTHWARK STREET
 - OLD KENT RD
 - QUEENTOWN ROAD
 - WOOD STREET, KINGSTON
 - TOWN CENTRE

SPECIFICATION

					
SLOT DURATION	LOOP LENGTH	RESOLUTION	FILE FORMAT	ILLUMINATION	PRODUCTION
10 SECONDS	60 SECONDS	600 X 280 PIXELS 72 - 300 DPI	JPEG	DIGITAL	STATIC, LAYERED AND DYNAMIC DIGITAL

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_SITENAME.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