

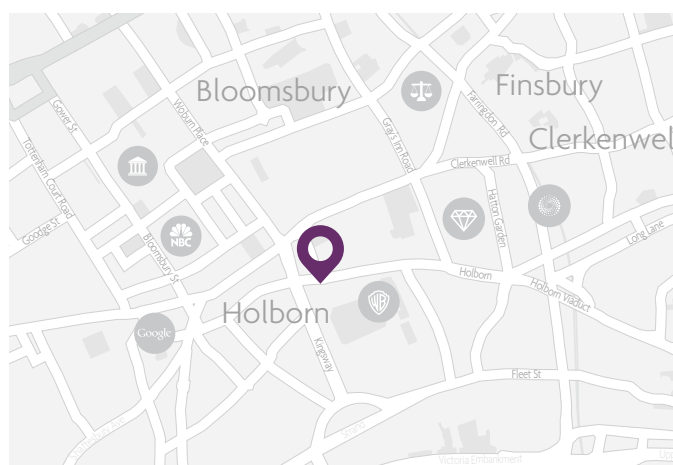


THE EYE

HOLBORN

The Eye is located on one of the main thoroughfares between London's West End and the City. Situated on Proctor Street, facing head-on to 4 lanes of slow moving traffic, this screen targets affluent urbanites with a high disposable income and active lifestyle.

The audience includes head office workers across sectors such as finance; Goldman Sachs & Reuters; Media; Group M, Google & Warner Bros; Retail: Sainsbury's and some of the biggest property companies in the UK such as Land Securities. The area is also key for legal professionals, actuaries and film production. The Eye delivers a fortnightly audience of 445,156 (with a 25% AB bias)



SPECIFICATION



SLOT DURATION
20 SECONDS



LOOP LENGTH
100 SECONDS



RESOLUTION
1120 X 288 PIXELS



FILE FORMAT
JPEG



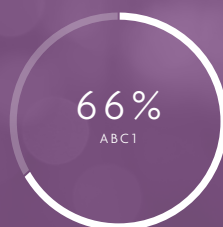
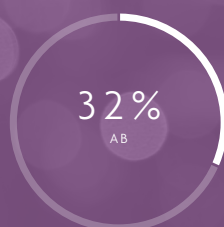
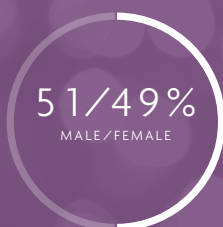
ILLUMINATION
DIGITAL



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

DEMOGRAPHICS

FORTNIGHTLY IMPACTS **445,156**



29%
ASPIRING
URBANITIES
(INDEX 170)

19%
EMERGING
INFLUENCERS
(INDEX 140)

14%
MODERN
FAMILIES
(INDEX 91)

15%
SYMBOLS OF
SUCCESS
(INDEX 157)

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_THEYE.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