

OUT OF HOME MOTOR SERVICE AREA

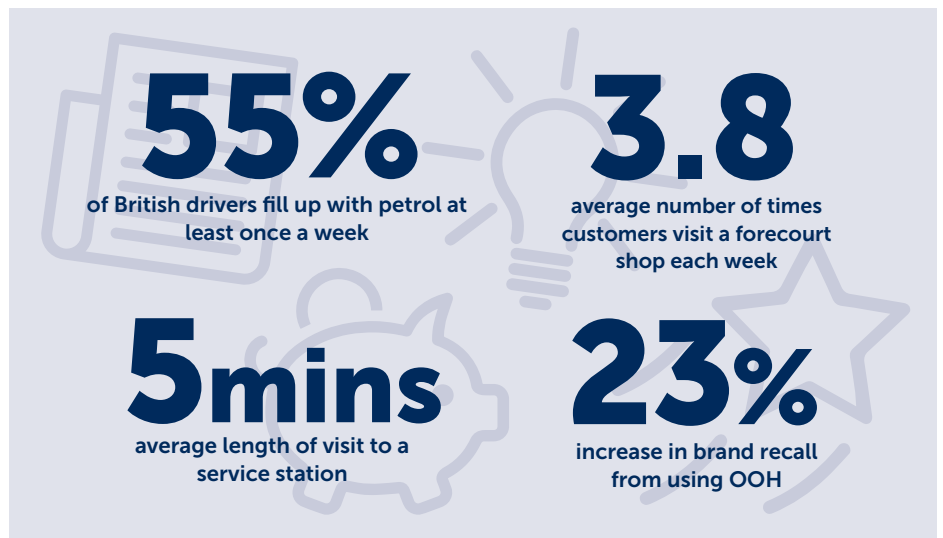
REACH TARGETED AUDIENCES IN HIGH-TRAFFIC MOTOR SERVICE AREAS

Connect with drivers and travellers in high-footfall, high-dwell-time spaces at motor service areas in Greater London.

This format can be highly directed to drivers, commuters and travellers, using holiday and peak travel targeting, with brands that align with their interests.

These locations attract drivers and travellers, making them an ideal format for businesses targeting vehicle owners, tourists and long-distance travellers. The audience often spend time waiting at service areas, meaning dwell times are longer. Sheets are located in key areas of the motor service areas.

Out of Home (OOH) advertising is an impactful way of reaching a diverse and vast audience, with 98% of the UK population encountering OOH advertising every week. UK adults spend on average three hours out the house every day. With six sheet forms designed to be at eye level, they're easily noticeable for people stopping at service stations.



LONDON DEMOGRAPHICS

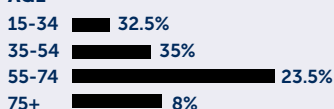
SOCIAL DEMOGRAPHIC



GENDER



AGE



PACKAGES AVAILABLE STARTING FROM

- 304 panels across Greater London for four weeks.

This would deliver:

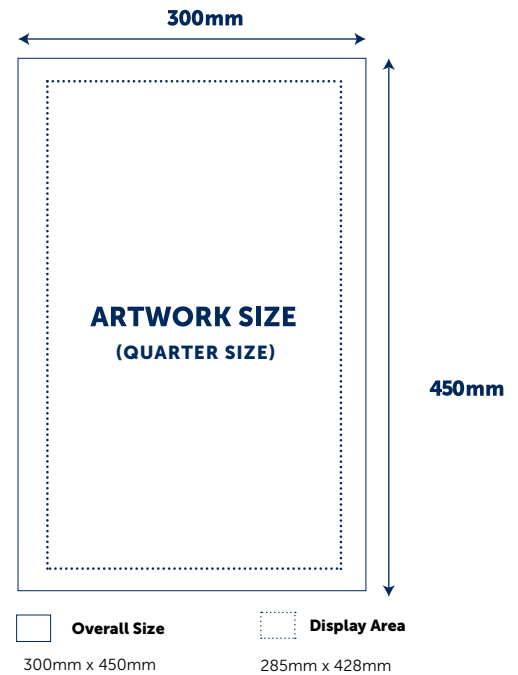
- 8.6 million reach
- 7.8 frequency
- 58 million impressions over four weeks
- Price on application

ARTWORK SPECIFICATIONS

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Overall Size	300mmx450mm (quarter size)
Safe Area	285x428mm
DPI	300dpi minimum
Image	CMYK
File Format	Hi Res PDF
Text	Outlined Vector

ARTWORK SIZE



SUPPLYING CONTENT

- All images to be supplied at Artwork size, at -90 degrees, in line with the template, and recommended 1920 x 1080 pixels
- Export applying the document bleed settings
- We cannot guarantee the live date of a campaign if the delivery deadlines are not met

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via the free file sharing service [wetransfer.com](https://www.wetransfer.com). Please clarify in your message your company name, publication, theme and on sale date as per your booking.

ARTWORK DELIVERY

- Please ensure artwork is sent into the relevant email address below, a minimum of 14 days before the campaign live date:
production@hurstmediacompany.co.uk
- Digital site lists are issued between 5 and 7 days before in-charge
- Copy approval can take up to 5 days. All copy for airports has to be approved by the airport.
- Copy must be labelled as follows: SiteType_CampaignName_LiveDate

COPY REFERRALS

- All artwork is subject to approval.
- If your ad contains flashing images, please take the flicker test at: www.onlineflashtest.com

COMPLIANCE AND APPROVALS

- All artwork is subject to approval. We strongly recommend you review these fully before commencing production.
- Failure to comply with these deadlines, means that the campaign will be non-compliant and at risk of being under delivered in part or full.

CONTACT DETAILS

Hurst Media Company, 1 Phipp Street, London, EC2A 4PS
Company number: 08375910 VAT number: 161866882

All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 770 4024
production@hurstmediacompany.co.uk



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