

# WATERLOO SPECIFICATION

Located in directly opposite the entrance to Waterloo Train Station on Waterloo Road, this screen allows for long dwell times for both pedestrian commuters and vehicular traffic travelling to and from this busy central London location.

An extra long landscape screen providing one long canvas to maximise impact. This screen has the option to be divided into 13 portrait sections that can be used dynamically for maximum creative advertising impact. A unique DOOH opportunity in a unique location.

## SCREEN PIXEL RESOLUTION



## ACCEPTABLE CREATIVE TYPES

**Jpeg** saved at 'High' or 'Very High' quality.

Spot length: **10 Seconds**

Send all completed artwork through to your Account Manager and to;

**artwork@londonlites.co.uk**

 **STATIC**