

MAYFAIR SPECIFICATION

Located in the heart of Mayfair in London's West End, our 4 high quality, full motion digital screens offer brands the opportunity to target the **32m shoppers** and commuters the centre sees each year.

With dynamic **full motion** capabilities and the option of full domination, these must-have sites reach 10m impacts fortnightly.

ACCEPTABLE CREATIVE TYPES

Spot length:

10 Seconds

File Type:

Quicktime Movie

Codec:

H.264 Codec

Framerate:

25 frames per second

Max File Size:

25MB

FORMAT FOR STATIC CREATIVE

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

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

artwork@londonlites.co.uk



STATIC



DYNAMIC LIVE FEED

SCREEN PIXEL RESOLUTION

