



**NEW  
LONDON  
LOCATION**

DL005 and DL006

# 2235 Dundas St, London, ON

Facing: North and South

Weekly Impressions: 331,800+ COMB Audited

Size: 10'H x 35'W Digital

Production Material: Digital Image

Illuminated: Yes

This 10'x35' Digital billboard is located at 2235 Dundas Rd & Veterans Parkway. This is the closest billboard enroute to London International Airport and the North Face is visible to vehicles turning right onto Dundas to head into London's downtown core.



Location DL005 Facing North



Location DL006 Facing South

**Over 2.5 million visual impressions per month (factored vehicles and occupants)**



## INCLUDED

- ONE DIGITAL CREATIVE COPY CHANGE BI-WEEKLY
- BENEFIT OF APPEARING IN BOTH DIRECTIONS, ADVERTISING MESSAGE DISPLAYED 10 SECONDS EVERY MINUTE.

## DEADLINES

### 1 MONTH

#### Booking Deadline

7-days prior to first of the month.

#### Creative Sign Off

48hrs. prior to the first of the month.

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**Delivering to  
over 2,500,000  
viewers per month  
and growing  
COMMB verified.**

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### Operation of sign shall be as follows:

- Maximum of 12 advertisers combined on the 2 sides of this sign per month
- 6 advertisers shall have 10 seconds each on the North Face for 1 minute
- 6 different advertisers shall have 10 seconds each on the South Face for 1 minute
- Upon completion of the 1 minute, the 6 North Face advertisers shall be transferred to the South Face and Vice Versa

## CONTENT REQUIREMENTS

Content resolution must be  
W 1056 pixels x H 288 pixels  
Aspect Ratio: 1.87 : 1

### Image types supported:

RGB Colour Profile (not CMYK)

- PNG
- JPEG





# DIGITAL OUTDOOR

Strategically placed in high-traffic areas, providing excellent visibility with rich, high-resolution images, Digital Billboards are an effective way to reach pedestrians and drivers alike.



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## **CONTACT US**

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