



DL009 and DL010

**530 Oxford St W, London, ON**

Facing: North and South

Size: 10'H x 35'W Digital

Production Material: Digital Image

Illuminated: Yes

DL009 & DL010 are 10'x35' Digital billboards located at the south east corner of Oxford Street West and Wonderland Road, London ON.

Situated right in the heart of London's busiest intersection, this digital billboard commands attention and attracts thousands of daily commuters. With direct visibility to major shopping outlets including Costco and LCBO, a plethora of restaurants, auto dealerships, and other popular destinations in close proximity, this location presents the perfect opportunity to showcase your brand.



Location # DL009 Facing North  
Visual impressions per day = 76,000  
(factored vehicles & occupants)



Location # DL010 Facing South  
Visual impressions per day = 76,000  
(factored vehicles & occupants)

**Over 2.28 million visual impressions per month  
(factored vehicles and occupants)**

# 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.

**Delivering to over  
2.28 million viewers  
per month and growing  
COMMB verified**

## 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



## 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.

## CONTENT REQUIREMENTS

Content resolution must be  
W 990 pixels x H 270 pixels  
Aspect Ratio: 3.67 : 1

### Image types supported:

RGB Colour Profile (not CMYK)

- PNG
- JPEG

