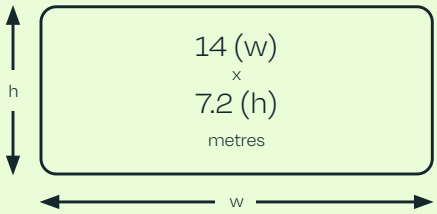


Metrocentre Yellow Mall

Dimensions



Location

NE11 9XZ



Summary

Our second site at the Metrocentre is situated above the centre's Yellow Mall entrance. Home to over 300 leading retailers including Schuh, Apple Store, H&M, River Island, Lego, Pandora, Hugo Boss, EE, Flannels and Virgin Holidays, Metrocentre also houses the only Harrods Beauty store in the North, as well as being home to a huge ODEON IMAX cinema encompassing a tremendous 17 screens.

This famed shopping centre sees a huge annual retail footfall of 14.4m, making the location an ideal opportunity for reaching a broad retail and leisure audience.

Information

Frame ID
2000287228

Environment
Retail

Operational Hours
Monday to Friday
9am to 9pm,
Saturday
9am to 8pm,
Sunday
11am to 5pm

Loop Length
10 in 60 secs

Visibility
300m

Full Motion
Yes

Sound
Yes

open media

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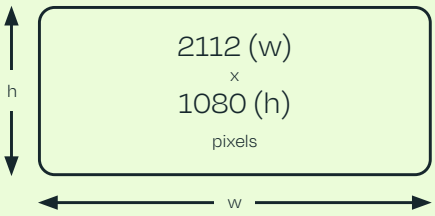
Metrocentre Yellow Mall

Digital Production Specifications

Applicable Format

- Digital Static
- Full Motion
- Full Motion w/ Sound

Dimensions



Delivery and Production

Email: campaigns@openmedia.uk.com
Phone: 0151 372 0217

- Files under 10MB can be emailed directly.
- Files over 10MB should be WeTransfered.

Format for Vid/ Full Motion/Sound

- **Format** H.264 or H.265
- **Wrapper/Sound** MP4
- **Resolution** 2112 (w) x 1080 (h) pixels
- **Frame rate** 25 frames per second
- **Field order** Progressive
- **Pixel aspect** Square pixels (1.0)
- **Bitrate** 5-15 Mbs
- **Duration** 10 secs
- **Volume Output** 60-70db (volume level can be adjusted if specified)

Format for Digital Static

- **Format** JPEG
- **Quality** 60 (High)
- **Resolution** 2112 (w) x 1080 (h) pixels
- **Colour Mode** RGB
- **Bit Depth** 8 bit
- **DPI** 72

File Naming

- The two files should begin with client name and end with the abbreviated site name, '**METROY**'.
- Use only letters and numbers, no punctuation.

Artwork Templates

- For Artwork Templates, please visit **openmedia.uk.com/spec-sheets**