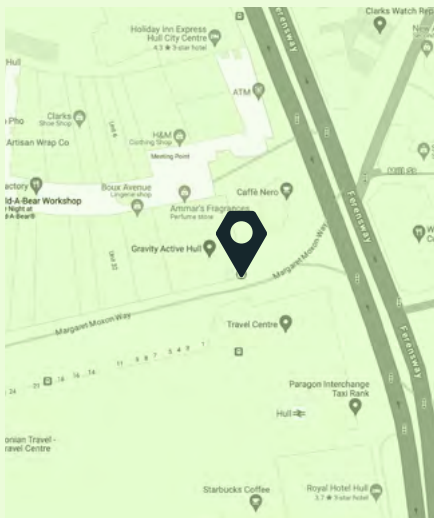


open  Connectopen  Perspective

# Hull Central

## Location

HU2 8LN



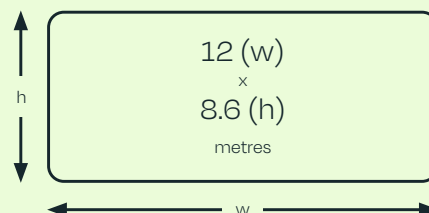
## Summary

This prime location in Hull is ideally located atop the city's main shopping and leisure complex, St Stephen's Shopping Centre, which houses national brands such as JD, Footasylum and Flannels.

Being in the heart of the city centre and opposite the city's main train station, this screen benefits from a huge retail footfall of 350,000, reaching thousands of rail passengers moving through the area daily.

This fantastic location strengthens Open's presence in East Yorkshire, with Yorkshire famed for having one of the UK's fastest-growing digital industries.

## Dimensions



## Information

**Frame ID**  
2000214016

**Environment**  
Retail

**Operational Hours**  
0600-0000

**Loop Length**  
10 in 60 secs

**Visibility**  
250m

**Full Motion**  
Yes

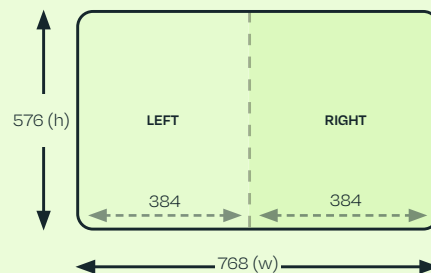
# Hull Central

## Digital Production Specifications

### Applicable Format



### Dimensions



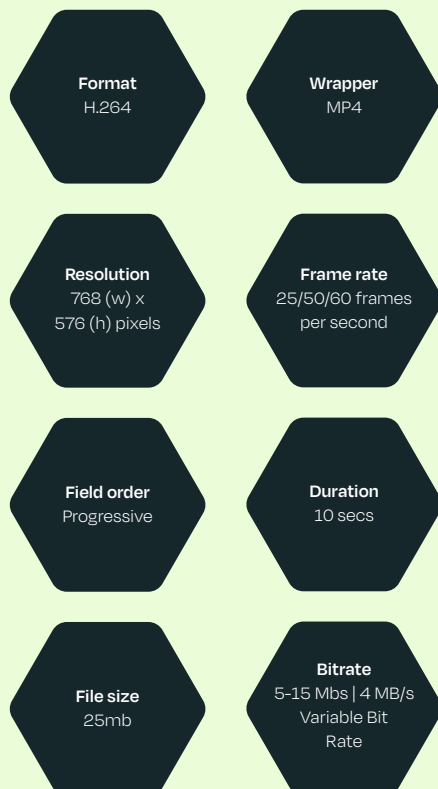
(4:3 aspect ratio)

### Delivery and Production

**Email:** [campaigns@openmedia.uk.com](mailto:campaigns@openmedia.uk.com)  
**Phone:** 0151 372 0217

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

### Format for Vid/ Full Motion



### Format for Digital Static



### File Naming

- All files should begin with client name and end with the abbreviated site name, 'HULL'.
- Use only letters and numbers, no punctuation.
- Files over 10MB should be WeTransferred.

### Artwork Templates

- For Artwork Templates, please visit [openmedia.uk.com/spec-sheets](http://openmedia.uk.com/spec-sheets)
- Please provide one file that fills the canvas size of 768x576. Note the split spec above is provided as a guide for double sided artwork.