

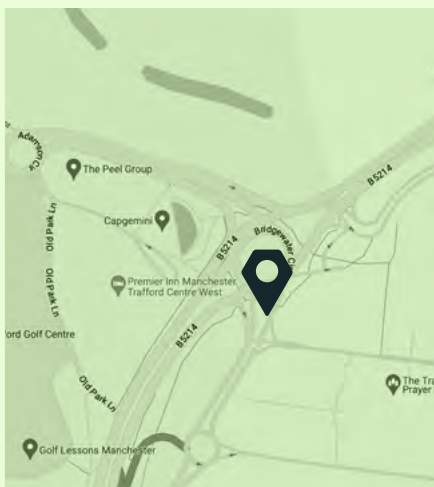


# Trafford Centre

(Landscapes)

## Location

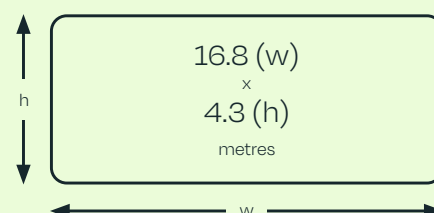
M41 7HA



## Summary

As the UK's third biggest shopping centre, the Trafford Centre welcomes around 30 million visitors annually, while boasting a 9.3 million catchment population with 10% of the UK's total population living within a 45-minute drive of this prime retail destination. With Open's two Trafford Landscape screens, brands can reach a large number of shoppers visiting the centre each day.

## Dimensions



## Information

### Frame ID

2000202600 /  
2000202601

### Environment

Roadside

### Operational Hours

0600-0000

### Loop Length

10 in 60 secs

### Visibility

100m

### Full Motion

Very Subtle

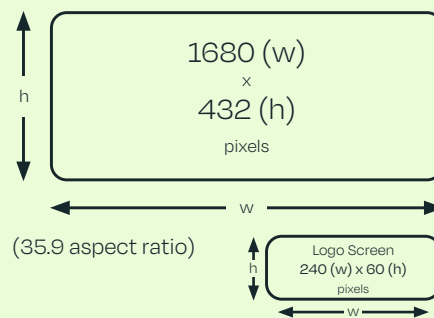
# Trafford Centre (Landscapes)

## Digital Production Specifications

### Applicable Format



### Dimensions

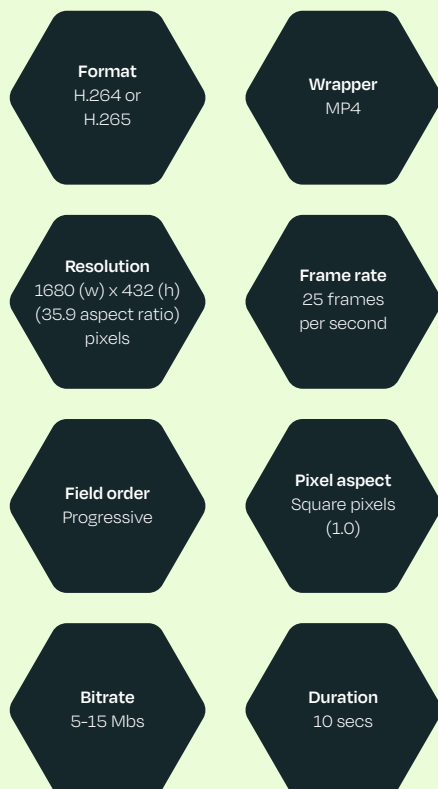


### Delivery and Production

**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

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

### Logo Screen

- The Logo Screen on our Trafford Sites can display static images.
- Clients can choose to either provide artwork or send logo assets for Open Media to add onto the display.
- For the logo screen, file name should end with 'TC\_Logo\_Screen'.

### Artwork Templates

- For Artwork Templates, please visit [openmedia.uk.com/spec-sheets](http://openmedia.uk.com/spec-sheets)