



Trafford Centre (Portraits)

Location

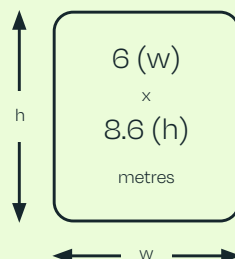
M17 8DA



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 Portrait screens, brands can reach a large number of shoppers visiting the centre each day.

Dimensions



Information

Frame ID
1235473357 /
1235473358

Environment
Roadside

Operational Hours
0600-0000

Loop Length
10 in 60 secs

Visibility
100m

Full Motion
Very Subtle

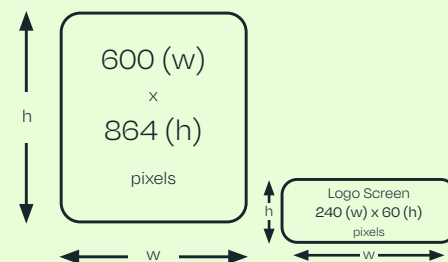
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Digital Production Specifications

Applicable Format



Dimensions



(35.9 aspect ratio)

Delivery and Production

Email: 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, 'TRAP'.
- 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