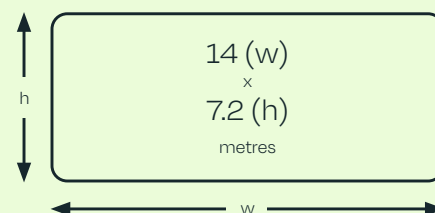




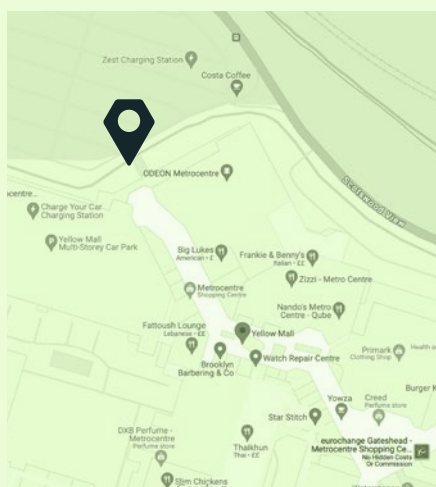
# Metrocentre Yellow Mall

## 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

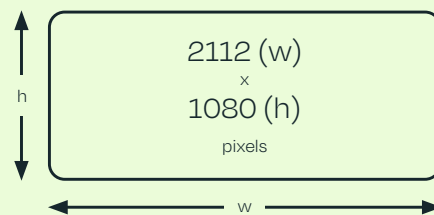
# Metrocentre Yellow Mall

## Digital Production Specifications

### Applicable Formats



### Dimensions

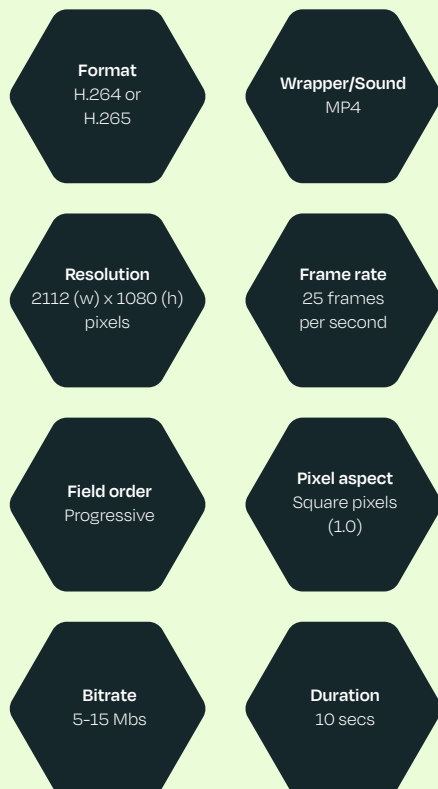


### Delivery and Production

**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, 'METROY'.
- Use only letters and numbers, no punctuation.

### Artwork Templates

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