



Metrocentre Yellow Mall

Location

NE11 9XZ

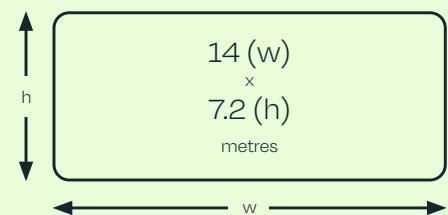


Summary

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.

Dimensions



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

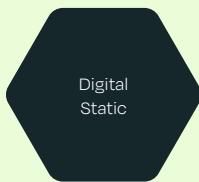
Full Motion
Yes

Sound
Yes

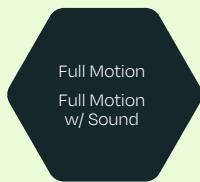
Metrocentre Yellow Mall

Digital Production Specifications

Applicable Formats



Digital Static

Full Motion
Full Motion w/ Sound

Dimensions



Delivery and Production

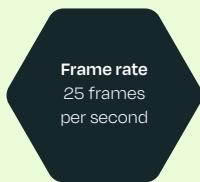
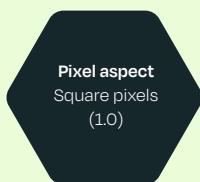
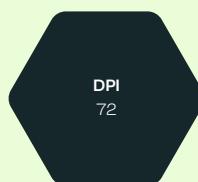
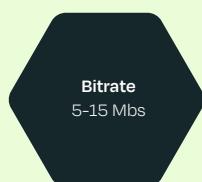
Email: campaigns@openmedia.uk.com
Phone: 0151 372 0217

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

Format for Vid/ Full Motion

Format
H.264 or
H.265Wrapper/Sound
MP4

Format for Digital Static

Format
JPEGQuality
60 (High)Resolution
2112 (w) x 1080 (h)
pixelsFrame rate
25 frames
per secondResolution
2112 (w) x 1080 (h)
pixelsColour Mode
RGBField order
ProgressivePixel aspect
Square pixels
(1.0)Bit Depth
8 bitDPI
72Bitrate
5-15 MbsDuration
10 secs

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