



Plymouth, Drake Circus

Location

PL4 0BG

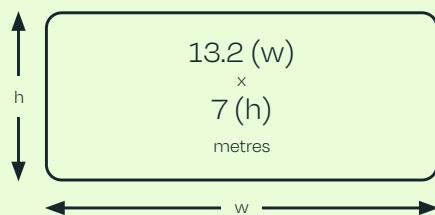


Summary

Our Drake Circus digital static screen is one of our biggest large-format digital sites, dominating the main shopping and leisure district of the city. Located on The Barcode at Drake Circus, this multi-million-pound development has transformed Plymouth's social offering, with a host of restaurants, retail outlets and even a cinema.

Presenting the only large format digital out-of-home screen of this scale within the city centre, this location offers a great opportunity to target a rapidly growing, affluent audience, to a sizeable catchment of over half a million people, and an annual retail footfall of around 17 million people.

Dimensions



Information

Frame ID
2000186422

Environment
Retail

Operational Hours
0600-2300

Loop Length
10 in 60 secs

Visibility
320m

Full Motion
No

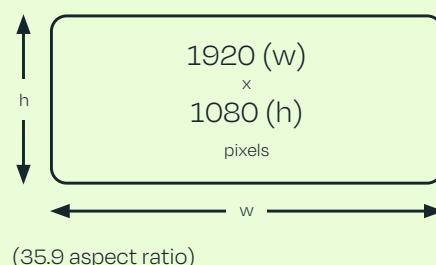
Plymouth, Drake Circus

Digital Production Specifications

Applicable Format



Dimensions



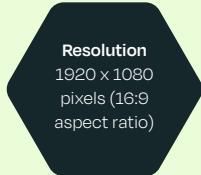
Delivery and Production

Email: campaigns@openmedia.uk.com

Phone: 0151 372 0217

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

Format for Digital Static



File Naming

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

Artwork Templates

- For Artwork Templates, please visit openmedia.uk.com/spec-sheets