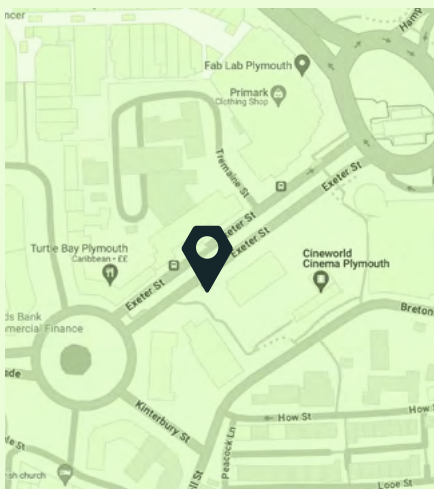




# Plymouth, Drake Circus

## Location

PL4 OBG

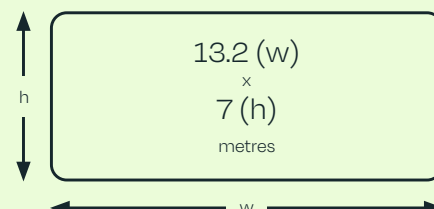


## Summary

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

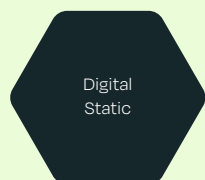
**Visibility**  
320m

**Full Motion**  
No

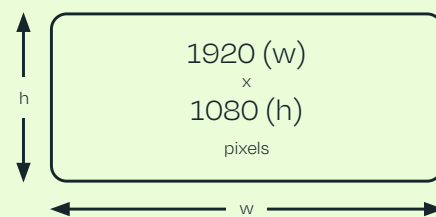
# Plymouth, Drake Circus

## Digital Production Specifications

### Applicable Format



### Dimensions



(35.9 aspect ratio)

### 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 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](http://openmedia.uk.com/spec-sheets)