



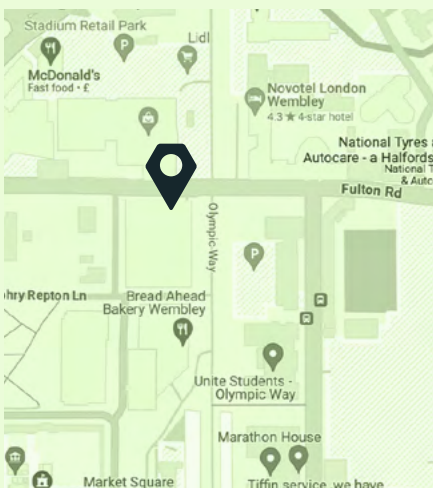
open Connect

open Perspective

Boxpark Wembley

Location

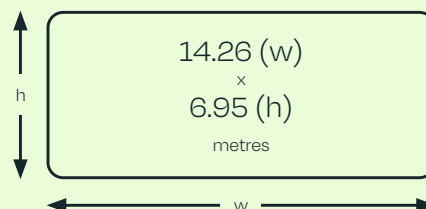
HA9 0JT



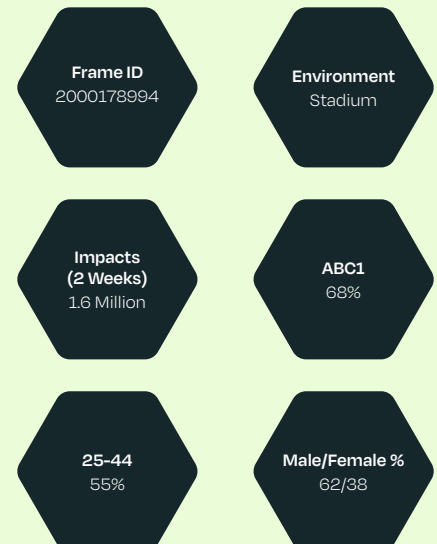
Summary

Situated on the doorstep of the Cathedral of Football, Open's Boxpark Wembley site is the perfect opportunity for brands to target fans attending the year-round international sporting fixtures and high profile live events. Wembley Park has transformed into a 365-day destination, capturing the attention of the largest rental community in the UK.

Dimensions



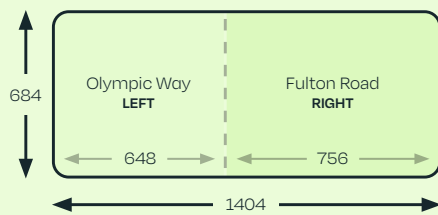
Audience



Boxpark Wembley

Digital Production Specifications

Dimensions (pixels)



(39:19 aspect ratio)

Full Canvas Dimensions

14.26m x 6.95m

Full Canvas Resolution

1404px x 684px

Olympic Park Dimensions

6.58m x 6.95m

Olympic Park Resolution

648px x 684px

Fulton Road Dimensions

7.68m x 6.95m

Fulton Road Resolution

756px x 684px

Applicable Format

Digital Static

Full Motion
Event days only

Format for Digital static

Format
JPEG

Resolution
1404 x 684
(39:19 aspect ratio)

Quality
High/Maximum

Colour Mode
RGB

DPI
72

Format for Vid/ Full Motion

Format
H.264

Resolution
1404 (w) x 684 (h)
(39:19 aspect ratio)

Duration
10 secs

Wrapper
MP4

Frame rate
25/50/60 frame per second

Field order
Progressive

Bitrate
5-15 Mbs | 4 MB/s
Variable Bit Rate

Pixel Aspect
Square pixels (1.0)

File size
25 MB

Creative Options

There is one option when supplying creative for Open's Boxpark Wembley site:

One file that fills the full canvas.

Artwork must be supplied 5 working days in advance and all copy is subject to Boxpark/FA approval.

File Naming

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

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.