



# Hotel Football, Old Trafford

## Location

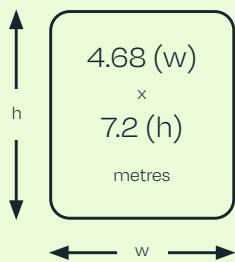
M16 OSZ



## Summary

Two large format full motion digital screens dominate the north and south facades of Hotel Football, located opposite Old Trafford. Impacting the diverse population who attend Manchester United matches, as well as those driving in and out of the city.

## Dimensions



## Audience

<b>Frame ID</b> 2000139237	<b>Environment</b> Stadium
<b>Impacts</b> 225,160 / 36,160	<b>Footfall</b> 75k
<b>Vehicles</b> 52k	<b>Size</b> Mega 6

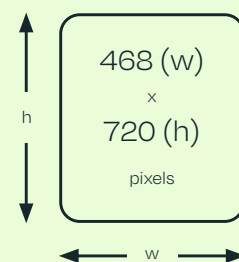
# Hotel Football (Northbound)

## Digital Production Specifications

### Applicable Format



### Dimensions



(2:3 aspect ratio)

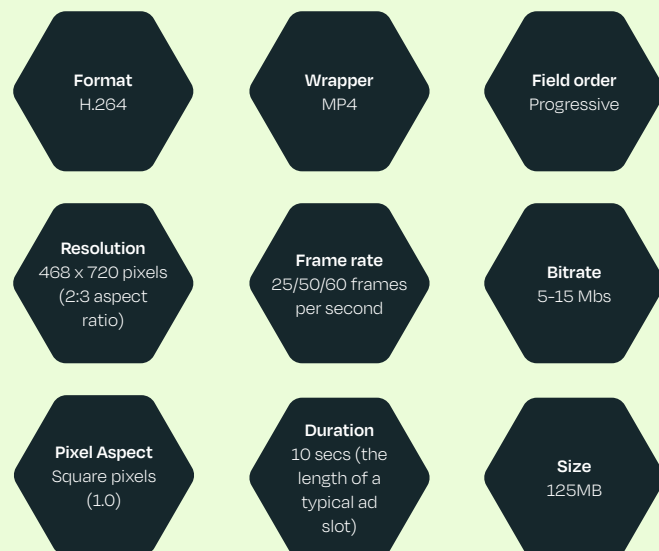
### Delivery and Production

**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.
- No bleed or safe area is required.

### Format for Full/ Subtle Motion



### Format for Digital static



### File Naming

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

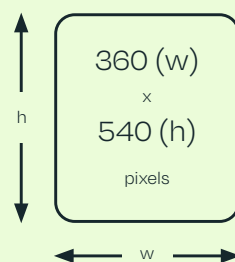
# Hotel Football (Southbound)

## Digital Production Specifications

### Applicable Format



### Dimensions



(2:3 aspect ratio)

### Delivery and Production

**Email:** [campaigns@openmedia.uk.com](mailto:campaigns@openmedia.uk.com)

**Phone:** 0151 372 0217

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- Files over 10MB should be WeTransferred.
- No bleed or safe area is required.

### Format for Full/ Subtle Motion



### Format for Digital static



### File Naming

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