



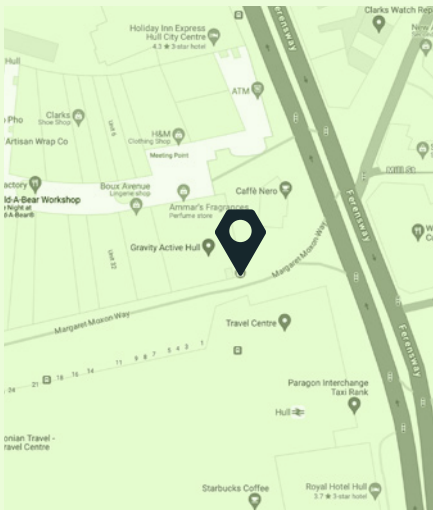
open  Connect

open  Perspective

Hull Central

Location

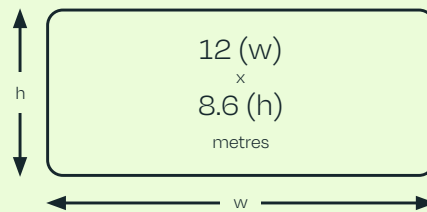
HU2 8LN



Summary

Our first site in Hull is ideally located in the city's prime shopping and leisure complex, St Stephens Shopping Centre. Being in the heart of the city centre, this screen benefits from a huge retail footfall of 250,000.

Dimensions



Audience

Frame ID 2000214016	Environment Retail
ABC1 66%	Male/Female % 51/49
18-24 10.37%	Impacts (2 weeks) 290,170

Hull Central

Digital Production Specifications

Applicable Format



File Naming

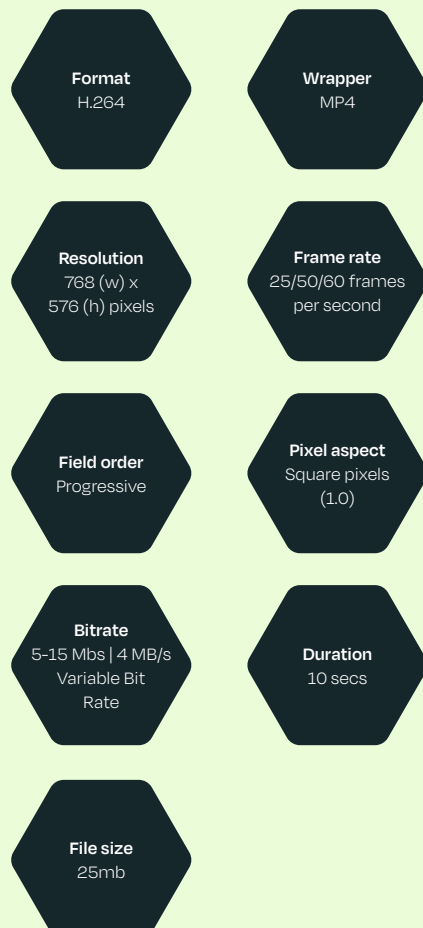
- All files should begin with client name and end with the abbreviated site name, 'HULL'.
- Use only letters and numbers, no punctuation.
- Files over 10MB should be WeTransferred.

Delivery and Production

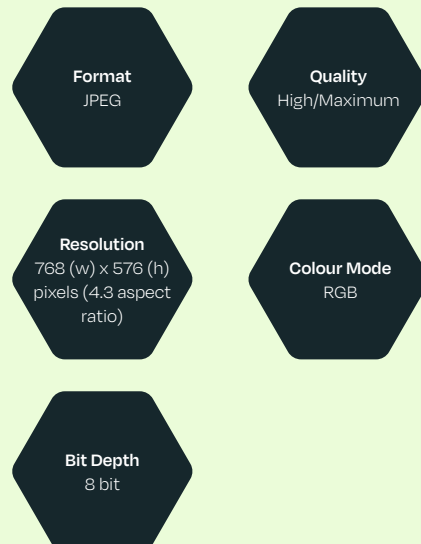
Email: campaigns@openmedia.uk.com
Phone: 0151 372 0217

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

Format for Vid/ Full Motion



Format for Digital static



Dimensions

Please provide one file that fills the canvas size of 768x576. Note the split spec below is provided as a guide for double sided artwork

