

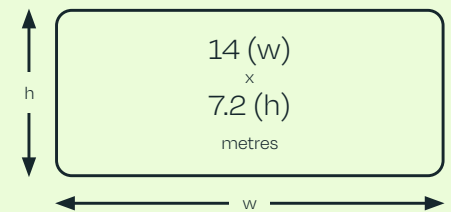


open Connect

open Perspective

# Metrocentre Yellow Mall

## Dimensions



## Location

NE11 9XZ



## Summary

Open's newest full-motion landscape digital site targeting Newcastle's Metro shopping centre. The Metrocentre is the 2nd biggest retail park in the UK, with an annual footfall of 20 million.

It hosts over 300 shops and a 17+ screen Odeon IMAX cinema. Retailers include the likes of: Schuh, Apple Store, H&M, River Island, Lego, Pandora, Hugo Boss, EE, Flannels, Halifax, New Look, Virgin Holidays.

The Metrocentre also houses the only Harrods Beauty in the Northeast of the UK with a multitude of beauty & cosmetic brands such as: CHANEL, Charlotte Tilbury, Creed, DIOR, Estée Lauder, Guerlain, La Mer, La Prairie, Maison Francis Kurkdjian, TOM FORD.

## Audience

**Frame ID**  
2000287228

**Environment**  
Retail/Leisure

**Footfall**  
4.6m annually

**Shops**  
300+

**Full motion**  
Yes

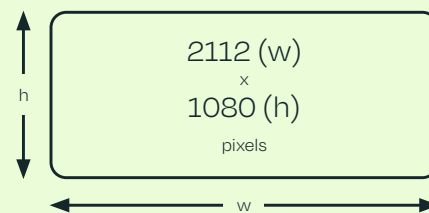
# Metrocentre Yellow Mall

## Digital Production Specifications

### Applicable Format



### Dimensions



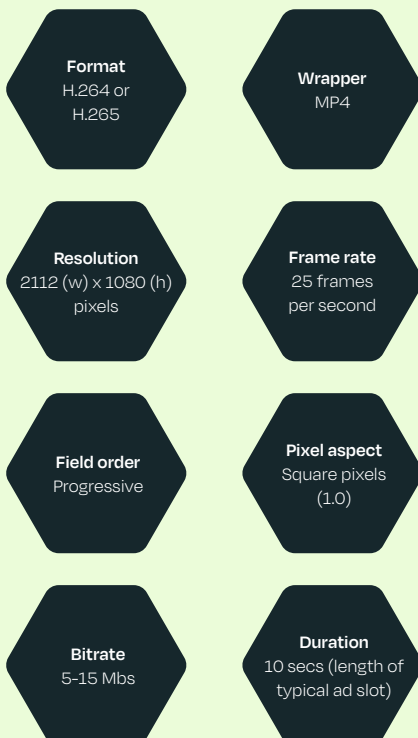
### Delivery and Production

**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 Vid/ Full Motion



### Format for Digital static



### File Naming

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