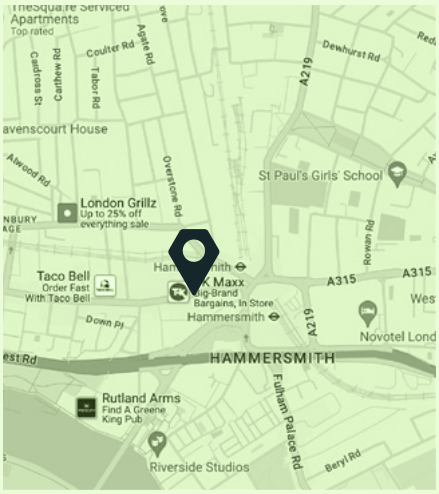


Hammersmith King Street

Location

W6 0QB

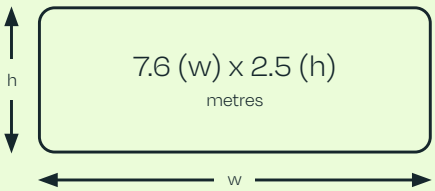


Summary

Hammersmith King Street presents brands with a fantastic advertising opportunity, positioned on the facade of the Livat Shopping mall, a prime shopping desintation that is home to many leading retailers including IKEA, EE, JD, Metro Bank and Specsavers.

Located in a bustling area of West London with an average 2-week traffic count of almost 170,000, this site reaches a diverse and sizable audience, including high-net-worth individuals, trend-setters and tech-enthusiasts.

Dimensions



Information

Frame ID
2000309825

Environment
Retail

Operational Hours
0600-0000

Loop Length
10 in 60 secs

Visibility
300m

Full Motion
Yes

open media

openmedia.uk.com

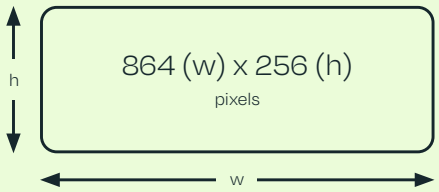
Hammersmith King Street

Digital Production Specifications

Applicable Format

- Full Motion
- Digital Static

Dimensions



Delivery and Production

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

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

Format for Vid/ Full Motion

- **Format** H.264
- **Wrapper** MP4
- **Resolution** 864 (w) x 256 (h) pixels
- **Frame rate** 25 frames per second
- **Field order** Progressive
- **Pixel aspect** Square pixels (1.0)
- **Bitrate** 5-15 Mbs
- **Duration** 10 secs

Format for Digital Static

- **Format** JPEG
- **Quality** High/Maximum
- **Resolution** 864 (w) x 256 (h) pixels
- **Colour Mode** RGB
- **Bit Depth** 8 Bit
- **DPI** 72

File Naming

- All files should begin with client name and end with the abbreviated site name, '**HKS**'.
- Use only letters and numbers, no punctuation.

Artwork Templates

- For Artwork Templates, please visit **openmedia.uk.com/spec-sheets**