



Trafford Centre (Portrait)

Location

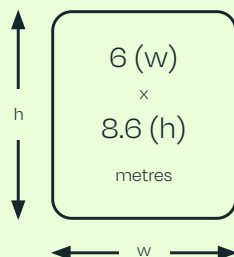
M17 8DA



Summary

The Trafford Centre welcomes 30 million visitors annually, with a 9.3 million catchment population and 10% of the UK total population living within a 45 minute drive. Our Landscape screens offer brands the opportunity to reach a large number of shoppers to the mall each day.

Dimensions



Audience

| | |
|---|--------------------------------|
| Frame ID 1235473357/ 1235473358 | Environment Roadside |
| Impacts (2 Weeks) 275,520 / 70,380 | ABC1 66% |
| Visits (2 weeks) 1,153,846 | Male/Female 49/51 |

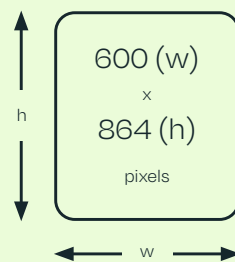
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Digital Production Specifications

Applicable Format



Dimensions



(35.9 aspect ratio)

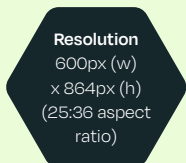
Delivery and Production

Email: campaigns@openmedia.uk.com

Phone: 0151 372 0217

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

Format for Digital static



File Naming

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