

Coventry Central

Location

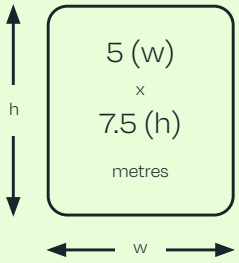
CV1 1QX



Summary

As the first large full-motion site of its kind in the city centre, our Coventry Central site provides a great opportunity to reach audiences in this fast-growing city. Sitting above the entrance of the West Orchards Shopping Centre which attracts a large number of shoppers each year, this centrally-located site is also situated near key high-street names such as M&S, Footasylum and WH Smith.

Dimensions



Information

Frame ID
2000207599

Environment
Retail

Operational Hours
0600-0000

Loop Length
10 in 60 secs

Visibility
400m

Full Motion
Yes

Sound
Yes

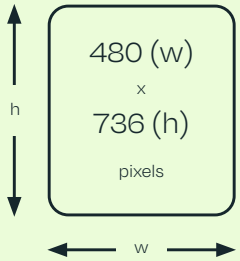
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Digital Production Specifications

Applicable Format

- Full Motion & Full Motion w/ sound
- 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** 480 (w) x 736 (h)
- **Frame rate** 25 frames per second
- **Field order** Progressive
- **Maximum Bitrate** 4 MB/s Variable Bitrate
- **File size** 25 MB
- **Duration** 10 secs

Format for Digital Static

- **Format** JPEG
- **Quality** High/Maximum
- **Resolution** 480 (w) x 736 (h)
- **Colour Mode** RGB
- **DPI** 72

File Naming

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

Artwork Templates

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