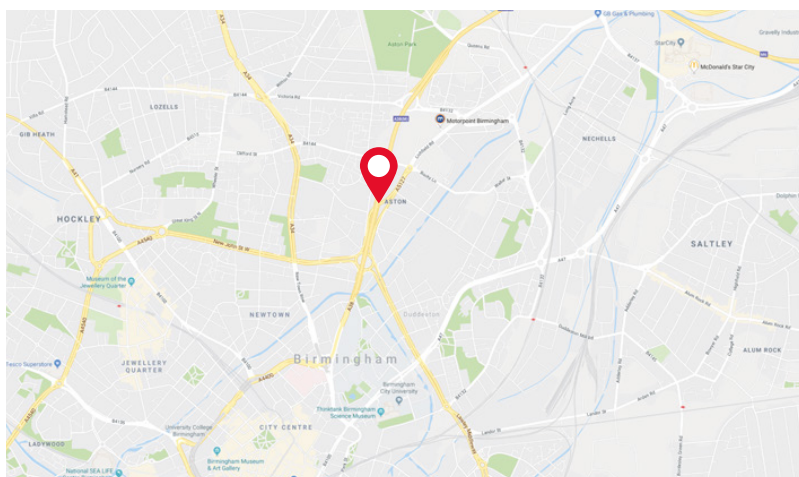








BIRMINGHAM FLYOVER B6 4TN

A brand new roadside Digital 48-sheet HDR screen located on Thomas Street. The flyover is positioned to target high volume traffic on one of the UK's most notorious travel routes, and the first Digital Out of Home advertising site visible to Birmingham bound commuters when exiting the M6 at Spaghetti Junction and joining the A38(M) Aston Expressway to the City Centre.



SPECIFICATIONS

- | | | | |
|--|-------------------------------------|---|--------------------------------------|
|  | SCREEN SIZE: 7.2m x 3.6m |  | DURATION: 10 Seconds |
|  | DIMENSIONS: 864 x 432 Pixels |  | DISPLAY TYPE: Static Only |
|  | FILE FORMAT: JPEG PNG |  | FILE COMPRESSION FORMAT: .zip |

DEADLINES

All design briefs must be provided no less than 14 working days before start date.

All artwork must be provided no less than 5 working days before start date.

FILE NAME

All files to be named using the following convention:

flyover-CLIENTNAME.fileformat

If special day parting/advert playback is required, please label your files accordingly - 'weekday-A'. Please detail your requirements via email at the time of your artwork submission.

CONTACT / DELIVERY

For queries and sign-off approval please
e-mail: creative@elonex.com
or call: 0871 222 3456 | 0871 222 7222

Files can also be sent via '[wetransfer.com](https://www.wetransfer.com)'

Artwork must be the exact stated pixel resolution - no trim, bleed or safe-area is required. Maximum file size 150MB.