



WORCESTER CRICKET

Picturesque, full of charm and oozing class, New Road, the iconic home of Worcestershire County Cricket Club, really does sum up the true spirit of English cricket. Many of the all-time great players have played for Worcestershire, and cricket enthusiasts from all over the world agree there's no finer place to watch the game than at New Road. Don't be fooled by appearance though, the facilities at New Road are on a par with the best in cricket, and with a strong corporate offering and even its own hotel, the ground retains its charm whilst being well equipped for the demands of today's modern world.

TV ADVERT
384 x 256

MAIN BANNER
384 x 64

SPECIFICATIONS



DIMENSIONS:

TV ADVERT: 384 x 256 pixels
MAIN BANNER: 384 x 64 pixels



DURATION: 15 seconds (TV advert)
10 seconds (Banner advert)



DISPLAY TYPE: Full animation, 25FPS



FILE FORMAT: JPEG | MP4

Artwork for Game-Time must be static.
Artwork for Non-Game Time can be full animation.



FILE COMPRESSION FORMAT: .zip

DEADLINES

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

All artwork must be submitted 5 working days before the start date.

FILE NAME

All files to be named using the following convention:

WCC-TV-CLIENTNAME.fileformat
(TV advert)

WCC-MBgame-CLIENTNAME.fileformat
(main banner, Game Time)

WCC-MBnon-CLIENTNAME.fileformat
(main banner, Non-Game Time)

If special day parting/advert playback is required, please label your files accordingly.

CONTACT / DELIVERY

For queries and sign-off approval please
e-mail: creative@elonex.com
or call: 0871 222 3456
Files can also be sent via 'wetransfer.com'

Artwork must be the exact stated pixel resolution - no trim, bleed or safe-area is required. Maximum file size 25MB.