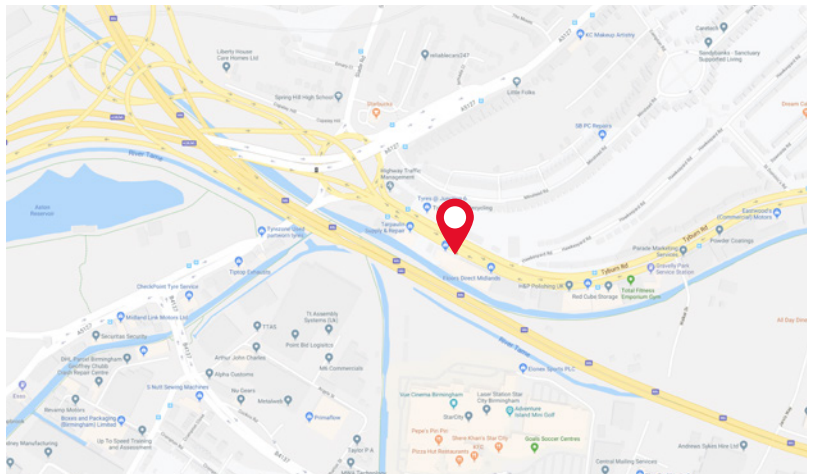










TYBURN ROAD B24 8NP

This Tyburn Road Digital Out of Home site targets high volume traffic travelling on the A38 immediately prior to Spaghetti Junction, where commuters must choose to either access the M6 (north or south) or enter the A38(M), Aston Expressway towards all major Birmingham destinations. Renowned for being a traffic bottleneck, Tyburn Road guarantees advertisers big number audiences and high-level engagement by being unmissable to commuters driving on one of the busiest travel routes in the central region.



SPECIFICATIONS

-  **SCREEN SIZE:** 6m x 3.2m
-  **DURATION:** 10 Seconds
-  **DIMENSIONS:** 720 x 384 Pixels
-  **DISPLAY TYPE:** Static / Subtle Motion, 25FPS
-  **FILE FORMAT:** JPEG | PNG | MP4
-  **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:

Tyburn-CLIENTNAME.fileformat (north)

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'

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