

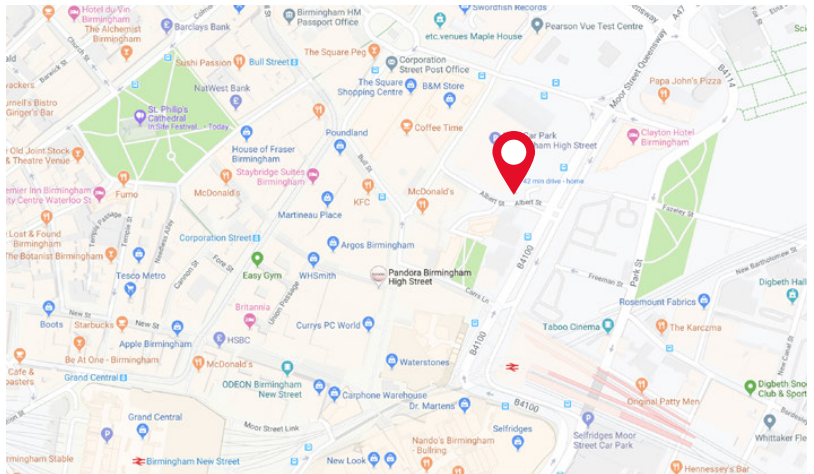


# ALBERT STREET B4 7LN







Albert Street is located on the peripheral of Birmingham's inner-city centre, adjacent to the world's biggest Primark, close to Bullring Birmingham and within easy access of both New Street and Moor Street Stations.

Albert Street paves the way to Moor Street Queensway, the principal arterial route in and around the city, leading to all central locations as well as out of town towards the A38 and M6.

Targeting big audiences made up of shoppers, students and leisure seekers, Albert Street is a key location for brands to be seen in Birmingham.



## 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:

**ALBERT-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](mailto: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.