







# AXIS TOWER M1 5NZ

Axis Tower is an iconic 28-storey skyscraper located on Deansgate in the buzzing heart of Manchester city centre. This innovation in landmark architecture has been designed to seamlessly contain one of Europe's largest digital advertising screens.

Soaring to 30 metres in height by 7 metres across, Axis Tower is the perfect Digital Out of Home canvas for creative thinkers. Unmissable to millions, Axis Tower delivers high impact and the most memorable advertising experiences.



## SPECIFICATIONS

- |   |   |
|---|---|
|  <b>SCREEN SIZE:</b> 30m x 7m         |  <b>DURATION:</b> 10 Seconds             |
|  <b>DIMENSIONS:</b> 816 x 3240 Pixels |  <b>DISPLAY TYPE:</b> Full Motion, 25FPS |
|  <b>FILE FORMAT:</b> JPEG   PNG   MP4 |  <b>FILE COMPRESSION FORMAT:</b> .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:

**Axis-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.