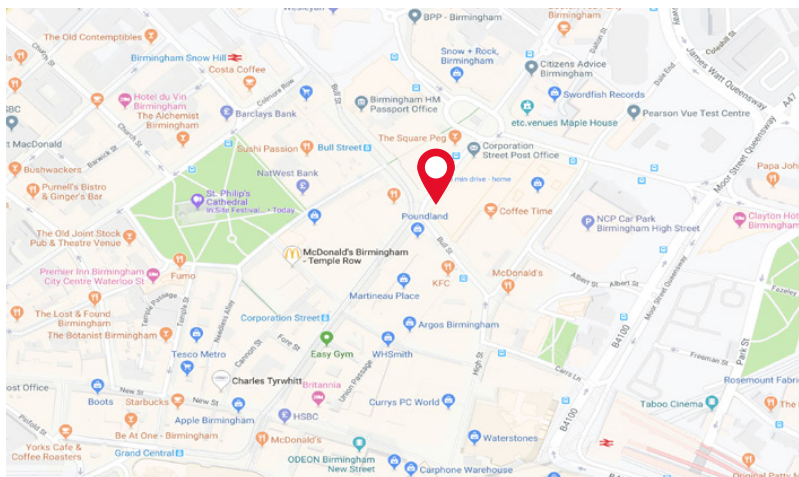




BIRMINGHAM LIGHTS B4 6SX

An unmissable Times Square style wraparound digital billboard at the heart of Birmingham City Centre. The new large-format digital billboard, named Birmingham Lights, is the first of its kind in the city and wraps around two sides of 'The Square' building in typical New York fashion on the busy corner of Bull Street and Corporation Street. Positioned opposite House of Fraser and Martineau Place, Birmingham Lights broadcasts stand-out advertising content in two different directions. With one side facing the route to Bullring Birmingham and Grand Central and the other to Colmore Row and Snow Hill Station.



SPECIFICATIONS



SCREEN SIZE: D96



DURATION: 10 Seconds



DIMENSIONS: 1760 x 440 Pixels
(Break point at 880 x 440 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:

BullStreet-CLIENTNAME.fileformat (Bull St)
CorpStreet-CLIENTNAME.fileformat (Corp St)

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.