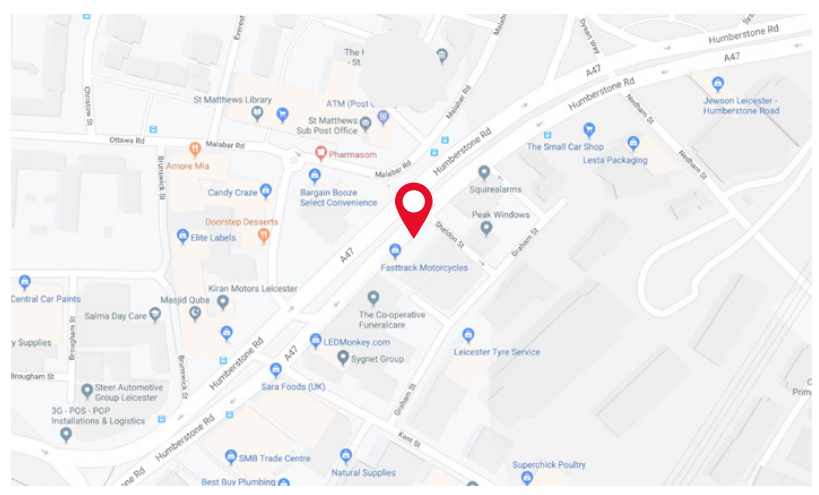




HUMBERSTONE 48 LE5 3AP

Humberstone Road is a main arterial route into Leicester City Centre and is notorious for its heavy traffic flow. Humberstone 48 sits on the final approach to all city centre retail and business districts and visitor attractions, and targets huge 24/7 audiences.

Humberstone 48 sits close to the heart of this modern city, which is rich in arts, culture, sports and heritage, offers a first class retail offering and boasts an energetic student population, to deliver a powerful new Digital Out of Home proposition for brands looking to target mass audiences in Leicester.



SPECIFICATIONS

-  **SCREEN SIZE:** 6m x 3.2m
-  **DURATION:** 10 Seconds
-  **DIMENSIONS:** 720 x 360 Pixels
-  **DISPLAY TYPE:** Static Only
-  **FILE FORMAT:** JPEG | PNG
-  **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:

HUMBERSTONE-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
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.