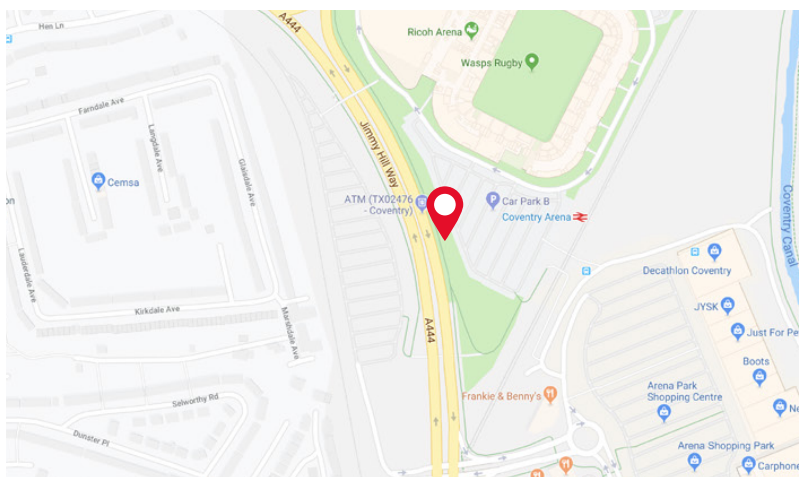










Coventry Building Society Arena CV6 6GE

Located at the gateway to Coventry on the A444 (on the approach to the M6 at Junction 2), the Ricoh Arena is a multi-function facility and home to Wasps RFC. On the busiest route into the city, commuters must pass by this large format roadside digital advertising screen to visit Coventry and to access events at the Coventry Building Society Arena. Boasting high impact presence directly in front of the Coventry Building Society Arena, this Digital 48-sheet targets a high volume, captive audience to provide unparalleled reach and unique marketing opportunity.

Delivering over 600k audience advert impacts every fortnight, this Digital 48-sheet enables all campaigns to truly engage with a well defined target market in order to maximize brand awareness, advertising impact and high levels of retention.



SPECIFICATIONS

- | | | | |
|--|--------------------------------------|---|---|
|  | SCREEN SIZE: 6.14m x 3.07m |  | DURATION: 10 Seconds |
|  | DIMENSIONS: 480 x 288 Pixels |  | DISPLAY TYPE: Static / Subtle Motion |
|  | 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:

CBS-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.