



# DIGITAL MALLS

Located in prime locations across 7 top UK shopping malls including Bluewater in Kent and the Manchester Arndale. These premium quality digital screens deliver over 4.5 million impacts per fortnight with an average dwell time of 110 minutes. All screens offer full motion & WI-FI capability to provide rich content & greater connectivity with consumers.

\* £1 in every £3 of consumer spend goes through Shopping Centres (excluding online and grocery sales).

\* Over 50% of the UK's shopping population visit a Shopping Centre every fortnight.

## OUTDOOR PLUS' MALL PORTFOLIO

- 📍 Bluewater , Kent
- 📍 Arndale, Manchester
- 📍 Telford Centre, Telford
- 📍 Queensgate, Peterborough
- 📍 The Mall, Luton
- 📍 Highcross, Leicester
- 📍 Golden Square, Warrington



## SPECIFICATION



**SLOT DURATION**  
10 SECONDS



**LOOP LENGTH**  
50 SECONDS –  
5 X 10 SECOND LOOPS



**RESOLUTION**  
576 X 144 PIXELS

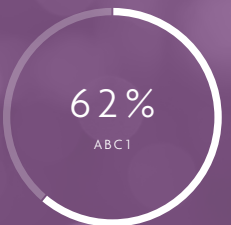


**FILE FORMATS**  
JPEG (STATIC) H264 .MOV OR  
H264 .MP4 (ANIMATION)



**DIGITAL CREATIVE TYPES**  
STATIC CREATIVE/DYNAMIC/  
FULL ANIMATION

## DEMOGRAPHICS



UK SHOPPING MALLS  
ACCOUNT FOR  
**27% OF THE**  
**£285+ BILLION**  
SPENT IN THE  
UK RETAIL SECTOR

## COLOUR MODE

RGB ( true black = RO,GO,BO) - CMYK not accepted.  
It is preferable to use bold and contrasting colours with full shades as they look better on LED displays.  
Large and legible fonts – minimum pixel height for text 5 pixels No gradients

## FILE NAME

Please label file with relevant campaign name, panel number and mall name

## DELIVERY OF ARTWORK

Via email to Digitalcreative@outdoorplus.co.uk (at least four working days prior to in-charge)

## CONTACT

For all enquires please contact:  
marketing@outdoorplus.co.uk