



44

Benešov u Prahy – Supermarket Billa
Central Bohemian Region



Benešov u Prahy

14 612

68 012



Central Bohemian Region

Unique visitors / month

The number of visits / month

Location:

Supermarket Billa

Address:

Vnoučkova 1699, 256 01 Benešov u Prahy

Placement:

Outdoor on the building roof

Dimensions:11 m² – 576 x 192 cm**Ratio:**

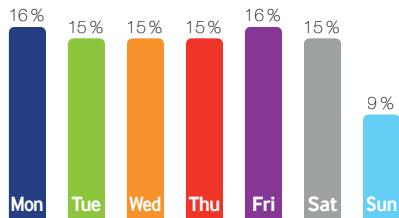
Atyp – 1152 x 384 px

Operation time:

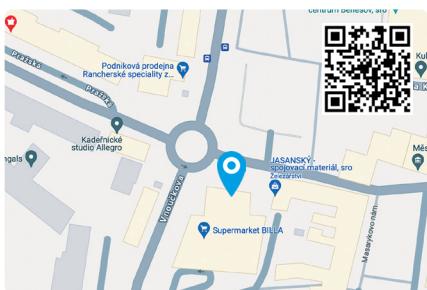
6:00 a.m. – 10:00 p.m. (16 hrs)



Screen Specs



Weekly viewership 6:00 a.m. – 10:00 p.m.



GPS coordinates: 49.78361028 N, 14.68813787 E

Screen's potential:

2 456 Pedestrians (people a day)

4 565 Motorists (people a day)

7 022 Daily Traffic Count

Locations: business district / residential area**Positions:** city centre**Description of Location:**

The screen is located on the roof of the newly renovated Billa supermarket in the centre of Benesov. Excellent visibility from the adjacent car park and roundabout. Within walking distance of cafes, bank, town hall, Masaryk Square, residential area.

Coverage:**Roadway:** street / roundabout / parking lot**Surroundings:** city office / shopping centre / hotel / cafes / banks**Visibility:** over 400 m