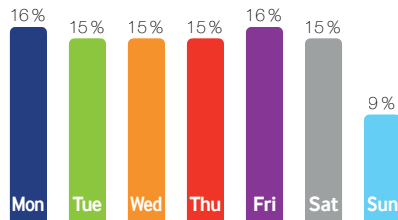




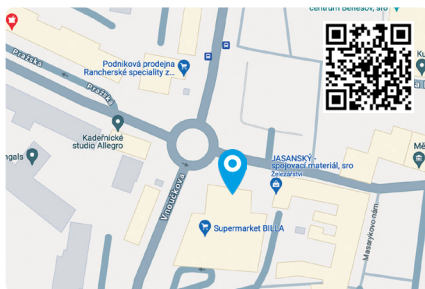
44

Benešov u Prahy – Supermarket Billa
Central Bohemian Region





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



GPS coordinates: 49.78361028 N, 14.68813787 E

Benešov u Prahy

Central Bohemian Region

14 612

Unique visitors / month

68 012

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 × 192 cm
Ratio: Atyp – 1152 × 384 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hrs)



Screen Specs

44

Screen's potential:

2 456 Pedestrians (people a day)

4 565 Motorists (people a day)

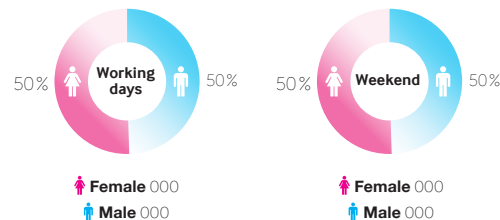
7 022 Daily Traffic Count

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 Benešov. 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