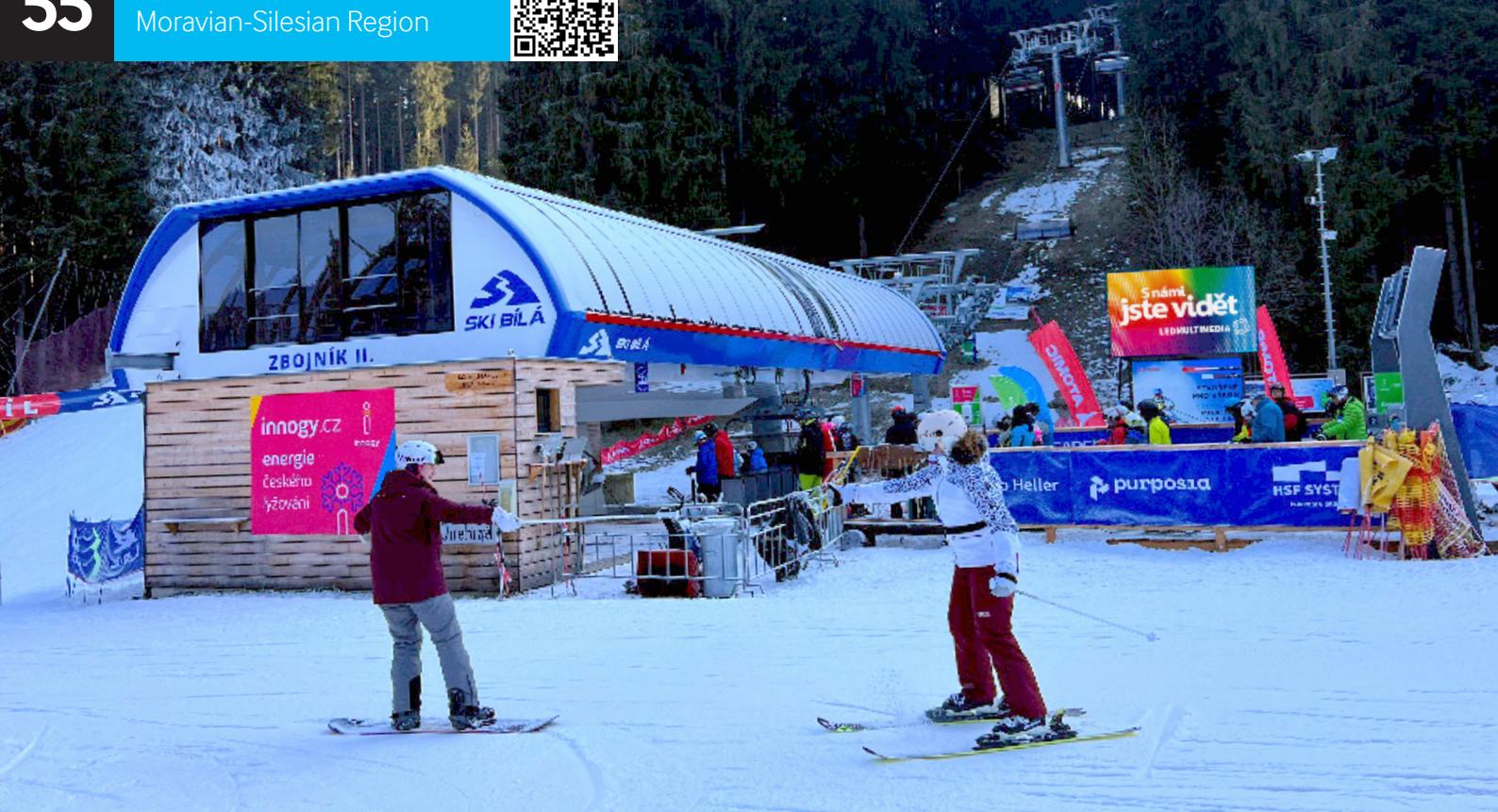
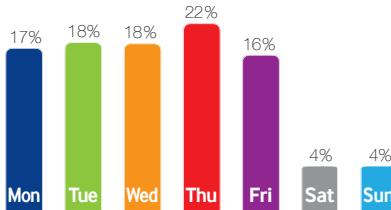


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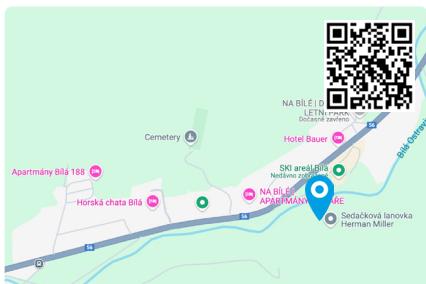
Bílá

Moravian-Silesian Region





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



Moravian-Silesian Region

20 222

Unique visitors / month

116 512

The number of visits / month

Location:

Beskydy Ski Resort

Address:

Bílá 173, 739 15 Bílá

Placement:

Outdoor on a separate stand

Dimensions:

10 m² - 400 x 250 cm

Ratio:

atyp, 992 x 620 px

Operation time:

8:00 a.m. – 10:00 p.m. (15 hours)



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Screen Specs

Screen's potential:

2 156 Pedestrians (people a day)

904 Motorists (people a day)

3 240 Daily Traffic Count

Locations: sports complex / year-round recreational area

Positions: chairlift boarding station



Female 59 421
Male 57 091



Female 58 256
Male 58 256

Description of Location:

The LED screen is located on its own stand at the entrance to the four-seater chairlift. The Bílá Ski Resort is the largest ski resort in northern Moravia, with an FIS-approved ski slope, one of the training centers for the national alpine skiing team, the largest children's summer park in Moravia, a newly built singletrails bike park, and a venue for international trial bike competitions.

Coverage:

Roadway: sports complex

Surroundings: chairlift boarding area

Visibility: over 400 m