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České Budějovice – Exhibition Centre
South Bohemian Region



České Budějovice

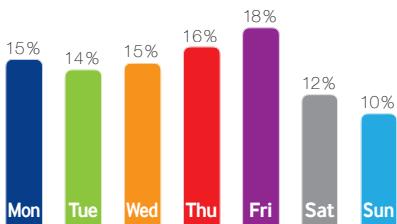
107 356

315 600

South Bohemian Region

Unique visitors / month

The number of visits / month



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

**Location:** Exhibition Centre**Address:** Husova třída 1373/13, České Budějovice**Placement:** Outdoor on the roof of the building**Dimensions:** 44 m² – 1100 x 400 cm**Ratio:** Atypical – 880 x 320 px**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)

Birth certificate

Screen's potential:

2 788 Pedestrians (people a day)

99 312 Motorists (people a day)

102 100 Daily Traffic Count

**Locations:** business district / residential area**Positions:** downtown
 Female 148 514
 Male 167 086

 Female 158 167
 Male 157 433
Description of Location:

The LED screen is located at the most exposed place in České Budějovice, the intersection of the Na Dlouhé louce road and Husova třída has long been the busiest intersection.

The LED screen is clearly visible from the busiest intersection in České Budějovice and is located close to main entrance of the Exhibition Centre, famous for the Země Živitelka exhibition. International road E55.

Coverage:**Roadway:** street / pedestrian zone / intersection**Surroundings:** Public transport (bus, trolleybus) / cultural facilities / restaurants / supermarket / sports facilities / / hotel / shops / PNS / bank / post office / pharmacy**Visibility:** over 150 m