

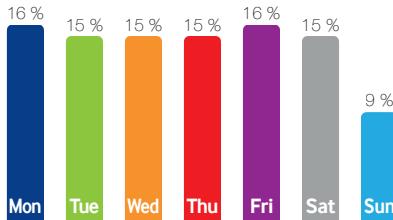


34

Pardubice – Enteria Arena
Pardubice Region



Pardubice



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



99 121

Unique visitors / month

125 143

The number of visits / month

Pardubice Region

Location: Enteria Arena
Address: Sukova třída 1735, 530 02 Pardubice I
Placement: Outdoor above the main entrance
Dimensions: 24,5 m² – 640 x 384 cm
Ratio: 16:9 – 1280 x 720 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

Screen's potential:

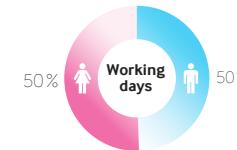
8 112 Pedestrians (people a day)

12 745 Motorists (people a day)

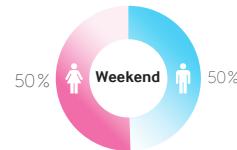
20 857 Daily Traffic Count

Locations: business district / residential area

Positions: intersection, main entrance
of the ice arena



Female 62 571
Male 62 571



Female 62 571
Male 62 571

Description of Location:

The LED screen is located in the heart of Pardubice at the multifunctional hall of the Enteria Arena, which serves not only as a winter stadium, where matches of the top hockey league take place, but also cultural events.

The screen is situated directly above the main entrance to the hall, with excellent visibility from the busy intersection of Sukova třída and Hradecká, and from the most famous shopping centre Palác Pardubice, which includes a Cinestar multiplex cinema.

Coverage:

Roadway: parking / shopping area

Surroundings: Public transport (bus) / restaurants / shopping centre / shops / post office / pharmacy

Visibility: over 250 m