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Havlíčkův Brod – Smetanova náměstí
Vysocina Region



Havlíčkův Brod

8 620

15 087



Vysocina Region

Unique visitors / month

The number of visits / month

Location:

Smetanova náměstí [Smetana Square]

Address:

Smetanova náměstí 1975, Havlíčkův Brod

Placement:

Outdoor on the roof of the building

Dimensions:9,2 m² – 384 x 240 cm**Ratio:**

16:9 – 1280 x 720 px

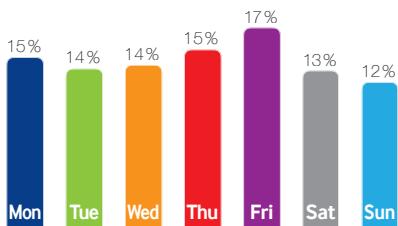
Operation time:

6:00 a.m. – 10:00 p.m. (16 hours)

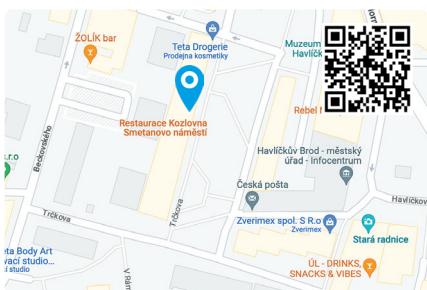


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Screen Specs



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



GPS coordinates: 49.6073644 N, 15.5773244 E

Screen's potential:

9 553 Pedestrians (people a day)

1 247 Motorists (people a day)

10 800 Daily Traffic Count

Locations: recreation area / business district / residential area

Positions: downtown



Female 7 290
Male 7 797

Female 7 364
Male 7 723

Description of Location:

The screen is located on the roof of a complex of shops on the newly renovated Smetana Square, which is widely used as a recreation area with a grassy area, water fountains and paddling pools near the main square of Havlíčkův Brod. In close proximity: restaurant Kozlovna, drugstore Teta, museum of Vysočina, large parking lot, Czech post office. Absolute predominance of pedestrians.

Coverage:

Roadway: street / pedestrian zone

Surroundings: department stores / cultural facilities / restaurants / shops / PNS / bank / post office

Visibility: over 150 m