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Havlíčkův Brod – Smetanovo náměstí
Vysocina Region



Screen **30**

Havlíčkův Brod

8 620

Unique visitors / month

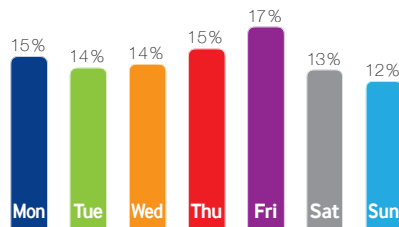
15 087

The number of visits / month

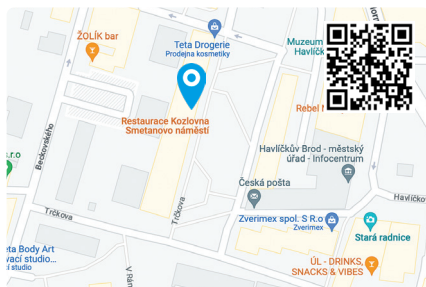
Location: Smetanovo náměstí [Smetana Square]
Address: Smetanovo náměstí 1975, Havlíčkův Brod
Placement: Outdoor on the roof of the building
Dimensions: 9,2 m² – 384 × 240 cm
Ratio: 16:9 – 1280 × 720 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

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

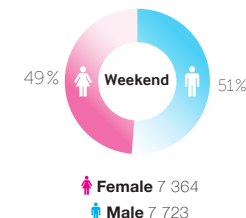
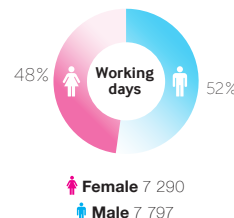


GPS coordinates: 49.6073644 N, 15.5773244 E

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

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