



21

Hradec Králové – Náměstí 28. října
Kralovehradecký Region



Hradec Králové

78 112

Unique visitors / month

201 897

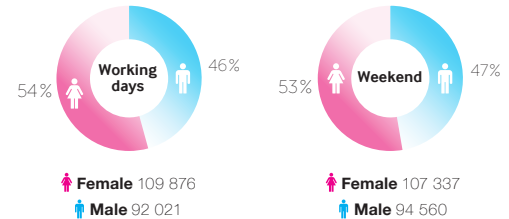
The number of visits / month



Location: Náměstí 28. října [28th October Square]
Address: Chelčického 1054, Hradec Králové
Placement: Outdoor on the building shell
Dimensions: 25,1 m² – 614 × 409 cm
Ratio: atyp – 1536 x 1024 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

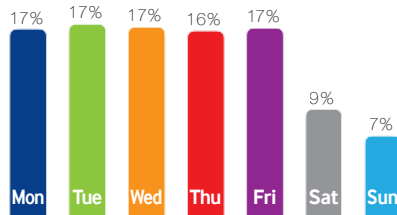
21**Screen's potential:****30 780** 🚶 Pedestrians (people a day)**7 220** 🚗 Motorists (people a day)**38 000** 🕒 **Daily Traffic Count****Locations:** business district / residential area**Positions:** downtown

👤 **Female** 109 876
 👤 **Male** 92 021

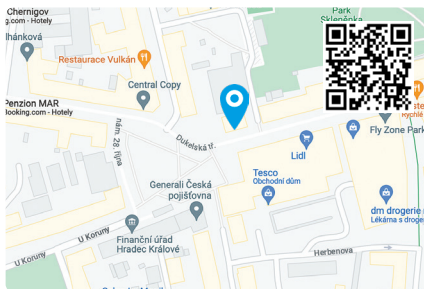
👤 **Female** 107 337
 👤 **Male** 94 560

Description of Location:

This LED screen is located on the very busy 28th October Square, where the TESCO department store is and the ATRIUM Palace. The square is generally considered to be the commercial centre of the city. Your advertising spots will therefore be directly in the field of view of people moving around the square or customers heading to TESCO for shopping or Dukelská třída. Opposite the large screen are several important institutions such as the Tax Office, the bank ČSOB, the Czech Insurance Company and next to M-Bank, where thousands of people flow in every day and thus your potential customers.

Coverage:**Roadway:** square / communication**Surroundings:** Public transport / department stores / restaurants / bank / shops / post office / pharmacy / bank**Visibility:** over 150 m

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

**GPS coordinates:** 50.2136564 N, 15.8162731 E