



21

Hradec Králové – Náměstí 28. října  
Kralovehradecký Region



Kralovehradecky Region

Unique visitors / month

The number of visits / month



**Location:** Náměstí 28. října [28<sup>th</sup> October Square]  
**Address:** Chelčického 1054, Hradec Králové  
**Placement:** Outdoor on the building shell  
**Dimensions:** 25,1 m<sup>2</sup> – 614 × 409 cm  
**Ratio:** 16:9 – 1280 × 720 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



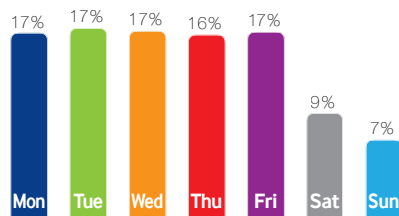
Screen Specs

**21****Screen's potential:**

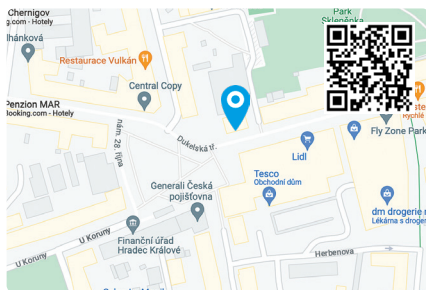
30 780 Pedestrians (people a day)

7 220 Motorists (people a day)

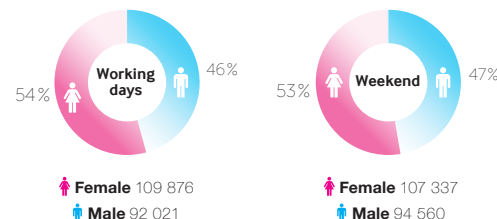
38 000 Daily Traffic Count

**Locations:** business district / residential area**Positions:** downtown

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



GPS coordinates: 50.2136564 N, 15.8162731 E

**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