

41

Karlovy Vary – T. G. M.
Karlovarsky Region



Karlovy Vary

53 200

Unique visitors / month

150 061

The number of visits / month

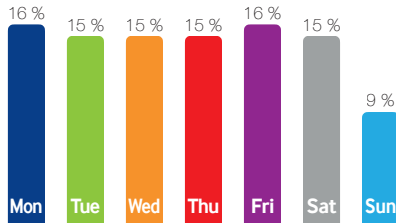


Location: T. G. Masaryka Street
Address: T. G. Masaryka 859, 360 01 Karlovy Vary
Placement: Outdoors, on the building shell
Dimensions: 6,35 m² – 310 × 205 cm
Ratio: 4:3 – 1024 × 768 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)

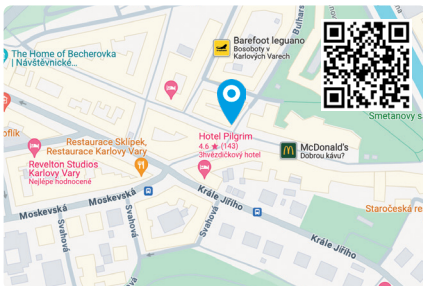


Screen Specs

41



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



GPS coordinates: 50.229622 N, 12.870632 E

Screen's potential:

32 450 Pedestrians (people a day)

896 Motorists (people a day)

33 346 Daily Traffic Count

Locations: business district / residential area**Positions:** city centre / pedestrian zone

Description of Location:

The LED screen is located on the building shell above the entrance to the Rossmann drugstore opposite the TGM statue. Very busy pedestrian area with many hotels, guesthouses, restaurants, summer gardens, shops or souvenir shops.

Coverage:

Roadway: pedestrian zone**Surroundings:** restaurants / hotels / banks / residential and office zone**Visibility:** over 200 m