

08 Karlovy Vary – Plech aréna

Karlovarsky Region

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55 821
Unique visitors / month

166 604
The number of visits / month



Location: Plech aréna
Address: Dolní Kamenná 788, Karlovy Vary – Rybáře
Placement: Outdoors on the sports arena shell
Dimensions: 55,3 m² – 960 × 576 cm
Ratio: atyp – 960 x 576 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)

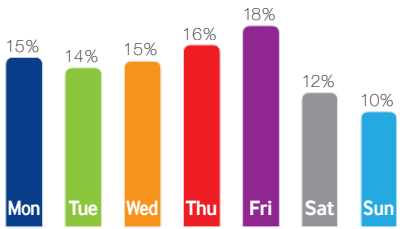
Screen Specs

08

Screen's potential:

12 200	Pedestrians (people a day)
56 410	Motorists (people a day)
68 610	**Daily Traffic Count**

Locations: business district / residential area
Positions: access from the direction of Cheb – Prague



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



Female 78 400
Male 88 204



Female 83 495
Male 83 109

Description of Location:

The largest advertising screen in West Bohemia, located at the Plech Arena on the main approach from Germany from Cheb in the direction of Prague. Nearby is both the centre itself and the town, as well as in direct reach of the shopping centre and fast food McDonald's and KFC.

Coverage:

Roadway: access / parking / pedestrian zone
Surroundings: Parking / shops / restaurants / supermarket / gas station / / car service / tyre service / hobby market
Visibility: over 200 m



GPS coordinates: 50.2315958 N, 12.8518728 E